JUNE 2, 1958 THIRTY-FIVE CENTS

27TH YEAR

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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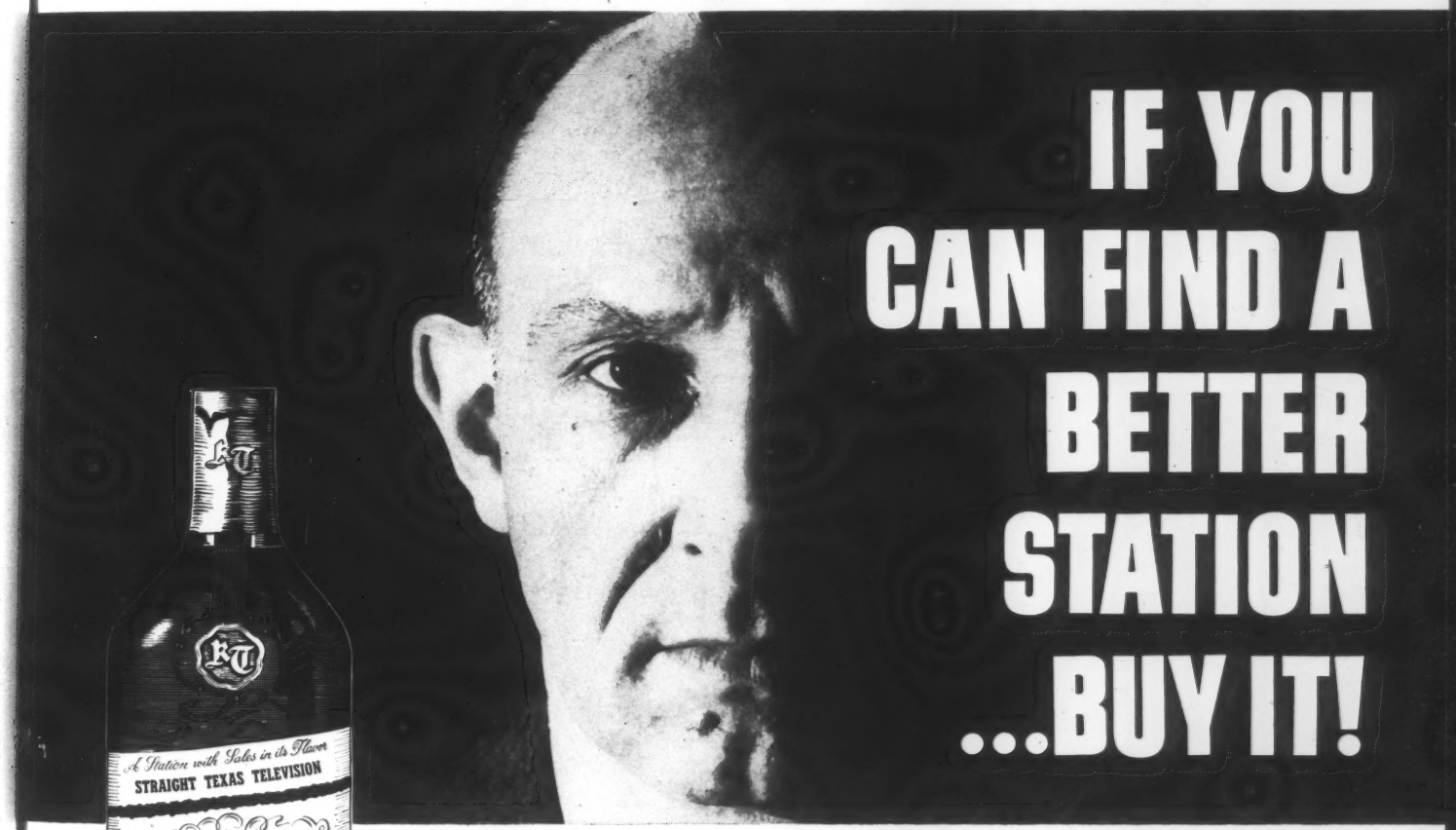


COURTESY OF ANCIENT AGE

Out of Texas, the great television country, comes the greatest of them all, mellow, warm-hearted, aged to perfection eight full years... KPRC-TV, Houston. We challenge you to find a better station.

Kprc Tv, houston

EDWARD PETRY & CO.
National Representatives

IN THE LAST ISSUE, WE ASKED YOU TO GUESS
THE CALL LETTERS OF OUR STATION FOR $500 CASH

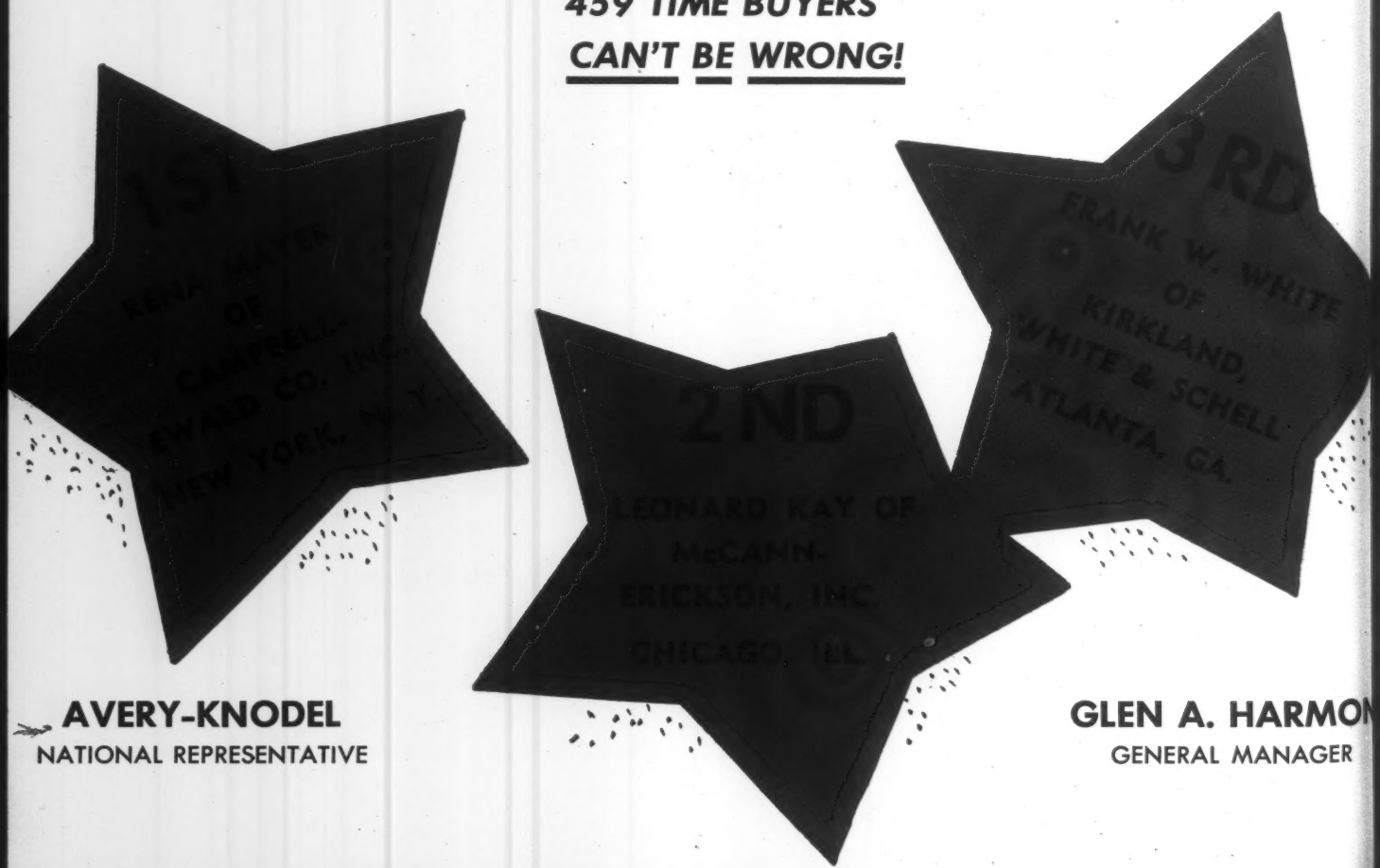
WHO ARE WE?

WHO ELSE COULD WE HAVE BEEN, BUT . . .

WINN

1240 ON YOUR DIAL *LOUISVILLE, KENTUCK*

459 TIME BUYERS
CAN'T BE WRONG!



AVERY-KNODEL
NATIONAL REPRESENTATIVE

GLEN A. HARMON
GENERAL MANAGER

Every Way You Look At It-

DES MOINES, Iowa Prefers

KRNT-TV

CBS

COWLES

▲ **The Station Most People Watch Most!**

▲ **The Station Most People, by Far Depend on for Accurate News!**

▲ **The Station With Far and Away the Most BELIEVABLE Personalities!**

This Central Surveys study reveals many interesting facts that show without question KRNT-TV is the one to use to get the kind of results an advertiser must get these days.

KATZ has the NEW — the TRUE — facts on television viewing in Des Moines. Ask them for your copy.

Central Surveys has been engaged in nation-wide market research and public opinion surveys for over 20 years. Among the more than 200 clients are many PUBLIC UTILITY companies. List shown on request.

New DEPTH Study PROVES It! New ARB Shows It, TOO

Over 50% Named KRNT-TV Personalities EXCLUSIVELY!

Compare that to the other stations' total of 6%

Published every Monday, 53rd issue (Yearbook Number) published in September by Broadcasting Publications Inc., 1735 DeSales St., N. W., Washington 6, D. C. Entered as second class matter March 14, 1933 at Post Office, Washington, D. C., under act of March 3, 1879.

A. B. JOLLEY. . . .

". . . . is probably the best known agricultural commentator in the State of Texas". . . .

. . . . stated Mr. Paul W. Limerick, Western Advertising Agency, in his letter below, for which we are very grateful.

RACINE, WISCONSIN
810 Wisconsin Avenue

CHICAGO 1, ILLINOIS
35 E. Wacker Drive

WESTERN ADVERTISING AGENCY
INCORPORATED
CHICAGO 1, ILLINOIS

April 30, 1958

Mr. W. A. Roberts
Vice-Pres. in Charge of Radio
Radio Station KRLD
Dallas, Texas

Dear Mr. Roberts:

I imagine it is rather unusual to have a client that expresses his appreciation for cooperation and excellent service like I intend to do in this letter. However, I think it would be much out of line if I did not write this.

Our association with you and A. B. Jolley and your station has been most pleasant and I cannot speak highly enough of the personalized cooperation that has been shown our client, the DeKalb Agricultural Association.

We have found Mr. Jolley more than anxious to cooperate with our sales organization in the field and always ready to obtain localized news which has made the program exceedingly effective.

The writer has made several trips with Mr. Jolley and has noted with much pleasure that he is probably the best known agricultural commentator in the State of Texas and is affectionately called "A.B." by hundreds and hundreds and hundreds of farmers when they see him on the street. He has never failed to appear before our Dealers Meetings and on field trips and has originated many worthwhile ideas that have consistently paid off.

The management of your station, which of course is you, can also be highly commended for their excellent spirit of cooperation. Our advertising job would be made much easier if the management of all of our media would be as much concerned with making advertising pay, as you have been.

Again let me express the sincere appreciation of both your efforts and Mr. Jolley, from our client and from ourselves.

Sincerely,

Paul W. Limerick

PWL:GH

MEMBER OF AMERICAN ASSOCIATION OF ADVERTISING AGENCIES

KRLD Radio, the only full-time 50,000 watt station operating in Dallas-Fort Worth, is the radio station of The Dallas Times Herald, owners and operators of KRLD-TV, Channel 4. For full information concerning the JOLLEY FARM NEWS, check with The Branham Company, national representatives.

50,000 WATTS

KRLD Radio

CBS NETWORK FOR DALLAS-FORT WORTH

John W. Runyon, *Chairman of the Board* — Clyde W. Rembert, *President*

closed circuit

MAJOR MOVE • There's bound to be heavy opposition to proposal, now secretly before FCC, to shift all television to one contiguous band of 25 channels beginning with present vhf ch. 7 (story page 27). But it's doubted any opposition will come from military. More than year ago it became known that military was interested in ch. 2-6 space for future use in telemetering and long-range communications [LEAD STORY, April 1, 1957]. If tv were moved out of low-band vhf, government would be happy to move in.

•

Proposal for new 25-channel television band was submitted in confidence to FCC by Comr. T. A. M. Craven. It's thought that other sources may also suggest that proposed band be widened to take 11 more channels, making total of 36 — enough, engineers believe, to create places for thousands of tv stations—all capable of reception on sets that would be no more expensive to make than present vhf-only receivers.

•

RUSSELL RETIRING? • Frank M. (Scoop) Russell, Washington vice president of NBC since 1929, reportedly is on verge of relinquishing vice presidency. It's believed he will continue to represent NBC and its parent, RCA, as Washington consultant. No successor to Mr. Russell's vice presidency will be named, it's said. Washington activities of NBC are under general supervision of David C. Adams, executive vice president.

•

Mr. Russell, who will be 63 on June 23, has been more than NBC representative in Washington during his nearly 30 years with company. He also has represented RCA and other subsidiaries. When he changes status from officer to consultant of NBC, he will also resign directorship in NAB, post he has held since 1930. He's had longest continuous term of any NAB director.

•

NOTHING SPECIAL? • ABC-TV researchers have prepared statistical blast, to be loosed soon, at so-called "specials" which dot other tv networks' schedules but not ABC's. Study, based on Nielsen figures, will claim once-a-month continuing specials have average cost-per-thousand per commercial minute of $4.29 compared to $3.39 average for all half-hour weekly evening programs and as low as $2.83 for average quiz and audience participation show and $2.62 for average evening western. Study concludes that "specials" are effective for introducing new product, say, or for celebrating special occasion, but fall short of week-in week-out programming as regular advertising vehicle.

First authenticated television circulation data in two years, showing county and city breakdowns, will be made available in late June to Advertising Research Foundation members. Figures are being compiled by ARF with aid of latest Census Bureau nationwide sampling plus Nielsen data. Circulation will be based on March 1958 tv homes. NAB members and others affiliated with ARF, including media and advertiser groups, will receive copyrighted data. Publication of figures will not be permitted until Sept. 15.

•

NETWORK REGULATION • FCC again tomorrow (June 3) goes to Capitol Hill to tell Senate Commerce Committee what it thinks about Bricker bill (S 376) to place networks under direct regulation. Commerce Committee gave FCC $250,000 to conduct network inquiry (Barrow study) three years ago, and FCC hasn't yet completed its work, with important program phase still in investigatory stage.

•

It's expected FCC, through testimony of Chairman John C. Doerfer, will suggest to committee that it give directives to Commission, after report of status is given committee. View is held that committee might coordinate its network views in final report on overall television investigation which has been under way, off-and-on, for some four years.

•

FIRST WEEK • FCC Comr. John S. Cross, who took office last Monday, has picked engineering assistant—Bruce S. Longfellow, chief, Technical and Allocations Branch, Broadcast Bureau. He'll probably choose his legal assistant this week.

•

Comr. Cross, who assumed his new office only last Monday, has already set one new mark — for nonchalance. He dozed through most of Senate Commerce Committee hearing on tv allocation last Tuesday—his second day on job. And as head table guest at Federal Communications Bar Assn. luncheon same day, he had tough time keeping his eyes open during address by his colleague, Comr. Fred W. Ford.

•

NOW IT CAN BE TOLD • Zenith's late chairman, Comdr. Eugene F. McDonald, called his long time adversary, Gen. David Sarnoff, chairman of RCA, after settlement of Zenith's $16 million suit against RCA last September, suggesting they let bygones be bygones. Comdr. McDonald said he wanted to call personally on Gen. Sarnoff and would do so the next time he was in New York. He was never able to make the trip.

NBC-TV and CBS-TV expect to hear today (June 2) whether American Tobacco Co., will renew Your Hit Parade *on NBC-TV (Sat. 10:30-11 p.m.) or—after eight years on NBC-TV—move show to CBS-TV (Fri. 7:30-8 p.m.). Advertiser has been looking for earlier time berth. Agency is BBDO, New York.*

•

RENEWAL FORMS • Further consideration is being given to proposed changes in licensee renewal forms [GOVERNMENT, May 19], after broadcaster's committee at May 19 meeting with Budget Bureau and FCC representatives determined that although some revisions were desirable, changes in entirety were unsatisfactory. Last week Commission agreed to withhold further action pending additional discussions. Steering group of broadcasters meets today to organize next step.

•

At root of broadcaster objection to changes is fact that proposed new form keeps virtually intact all program classifications in original form. Also rousing broadcasters' ire (some even threatened to resign from committee if FCC went ahead with plans to issue proposal) is fact that single time is listed for measurement of commercial announcements (and these are most desirable commercial hours) rather than full broadcast day. Commission planned to ask for commercial spot count for 6 a.m.-6 p.m. for radio, 6-11 p.m. for tv.

•

CASUALTY • One network casualty that can be attributed to recession is expected to be Monsanto's *Conquest* science series. Ten shows over two-season spread had allocation of $2 million—one-third of Monsanto's total ad budget—and it's learned that advertiser and its agency, Gardner Adv., St. Louis, this week will notify CBS-TV they won't pick up second-year option. Reason: Monsanto, leading supplier of resins for auto body paints and other products used in motor industry, has been hurt by auto market slump, deems corporate advertising as luxury at this time.

•

CBS Inc. President Frank Stanton and Mrs. Stanton, unostentatiously left for Europe on May 14 to take in Brussels Fair and otherwise work and play. Scheduled return is about mid-June.

•

SPOTS OVER KOVACS • Pabst Blue Ribbon beer, Chicago, which had been considering sponsorship of Ernie Kovacs network show, has decided against it and will put good portion of advertising budget in television spots in selective markets. Norman, Craig & Kummel, N. Y., is agency.

BUSINESS IS GOOD-IN WOW-LAND!

Summer, this 1958 finds the big Radio WOW area a luxuriant **Oasis** on the economic maps* of the U.S.A.

Cash from farm marketings hit over **$700 million** with Nebraska up 35% and Iowa up 14%. Cattle's about $25. The ponds and creeks are loaded, too.

SAC (which annually pumps $30 million into Omaha area payrolls and purchases) will spend an **extra $25 million** for missile bases.

This'll make 1958 construction total up to a **quarter of a billion.**

Sow your ad dollars in the WOW Radio Omaha Oasis.

Call John Blair now.

*See FORTUNE—April 1958, FORBES—May 15, 1958 and RAND McNALLY'S Map of Business Trends for May 1958

New WOW-Land "boom" news is the Strategic Air Command's $25 million world missile bases project. This'll bring 1958 construction (private and state) to the quarter-billion mark. All this and good farm, too!

REGIONAL RADIO WOW Omaha

CBS AFFILIATE

FRANK P. FOGARTY, Vice President and General Manager
BILL WISEMAN, Sales Manager
JOHN BLAIR & COMPANY, Representatives

Radio WOW alone delivers a 9.2 average 102 County Pulse rating (7 AM - 7 PM — Monday through Friday) in Nebr. and Western Iowa

WOW and WOW-TV, OMAHA • KPHO and KPHO-TV, PHOENIX
WHEN and WHEN-TV, SYRACUSE • KCMO and KCMO-TV, KANSAS CITY
KRMG, TULSA, OKLAHOMA

Meredith Stations — affiliated with Better Homes and Gardens and Successful Farming Magazines

THE WEEK IN BRIEF

Tv Reallocation Studied—FCC considers secret proposal to consolidate all tv into single 25-channel band. Objective: to lick the uhf problem and create chance for vast expansion in number of operating stations. Page **27.**

How Do Agencies Price Their Work?—New Study by Assn. of National Advertisers turns up. Among many other things—samples of actual contracts in use by agencies and advertisers. Page **27.**

More Productive Advertising.—That's the goal of seven-volume report on three-year, $200,000 study of advertising management, being issued this week by Assn. of National Advertisers. Page **28.**

Radio Back in 1960 Census—Federal bureau decides to reverse decision that had deleted radio count. Page **30.**

Up and Adams—MacManus, John & Adams' Charles F. Adams blasts conformity and sterility in current ads, blames "motivational mumbo-jumbo" and other research for making creativity "a dirty word." Page **35.**

Agencies in the Know?—Two executives from agency row urge advertisers to include their agencies in marketing plans, observe that agencies in the know can perform more effectively in advertising-sales objectives. Page **36.**

C-P-M of What?—Media researchers challenged by author Martin (*Madison Avenue USA*) Mayer to show what they're counting when they cite "cost-per-thousand" statistics; only thing mass consumers have in common, he notes, are "belly-buttons." Page **38.**

Sold: Hal Roach Studios—Scranton Corp. purchases all outstanding stock in Hal Roach Studios, the first major producer of feature films which converted to tv film production in 1948. Sales price will be "in excess of $12.5 million." Page **44.**

Magnetic Striped Newsfilm—Newly developed film printer of CBS Newsfilm enables "high fidelity" sound track of magnetic striped film to be used in news syndication field. Page **48.**

Why They Shoot Film Overseas—One thing, Philip Krasne points out, it isn't to save money. He discusses procedures involved in shooting abroad. Page **54.**

The CATV Problem—Telecasters ask that community antenna systems—and translators and boosters—be related to local tv stations; Senate Commerce Committee hears dozen broadcasters and rebuttal by catv representatives. Page **56.**

Pressure Charges Still Fly—Legislative Oversight hearings continue on St. Louis-Springfield, Ill., decisions. WHDH-TV Boston challenges subcommittee's authority to subpoena its records in investigation of Boston ch. 5 grant. Page **64.**

Senate Committee Reopens Old Wounds—Allocations. FCC Chairman Doerfer agrees selective deintermixture has not cured problem, hints that some relaxation of engineering standards may be in order although other commissioners urge pause until TASO report is in. Page **68.**

FCC Orders New Miami Ch. 10 Hearing—Acting on remand from Appeals Court, FCC starts machinery for new hearing to decide if its 1957 grant of ch. 10 to National Airlines should be voided because of alleged illegalities and improprieties. Page **72.**

UP-INS Merger Confirmed as Justice Eyes Deal—Formation of UPI from consolidation of two wire services formally announced. INS-Telenews not involved. Justice Dept. looks for possible antitrust violation. Page **75.**

Adam's Pulse—Station rep Adam Young hurls statistical missiles at "modern radio" critics, says radio reaches more adults than teenagers and attempts to "set the record straight." Page **77.**

The Best Advertising Buy—Harry K. Renfro, D'Arcy Adv. Co. radio-tv director, says night radio offers best dollar-for-dollar buy in media field. Praises radio, and offers some pointed suggestions, in talk to Kentucky Broadcasters Assn. Page **82.**

Educators Explore New Methods—Radio-tv specialists confer at U. S. Office of Education, with National Assn. of Educational Broadcasters cooperating. Educators and commercial broadcasters cooperating more effectively, delegates told. Page **86.**

Reprieve for Etv—New York's Metropolitan Educational Television Assn. wins temporary stay as Ford Foundation-supported educational tv-radio center at Ann Arbor comes through with financial transfusion; other sources—all private—also swell META coffers. Page **86.**

MR. PETRIK

What Price Attention?—President John G. Petrik of Petrik & Stephenson, Philadelphia, thinks it's too high in many current tv commercials, especially when it's achieved by gimmicks which obscure the sales pitch. See MONDAY MEMO. Page **105.**

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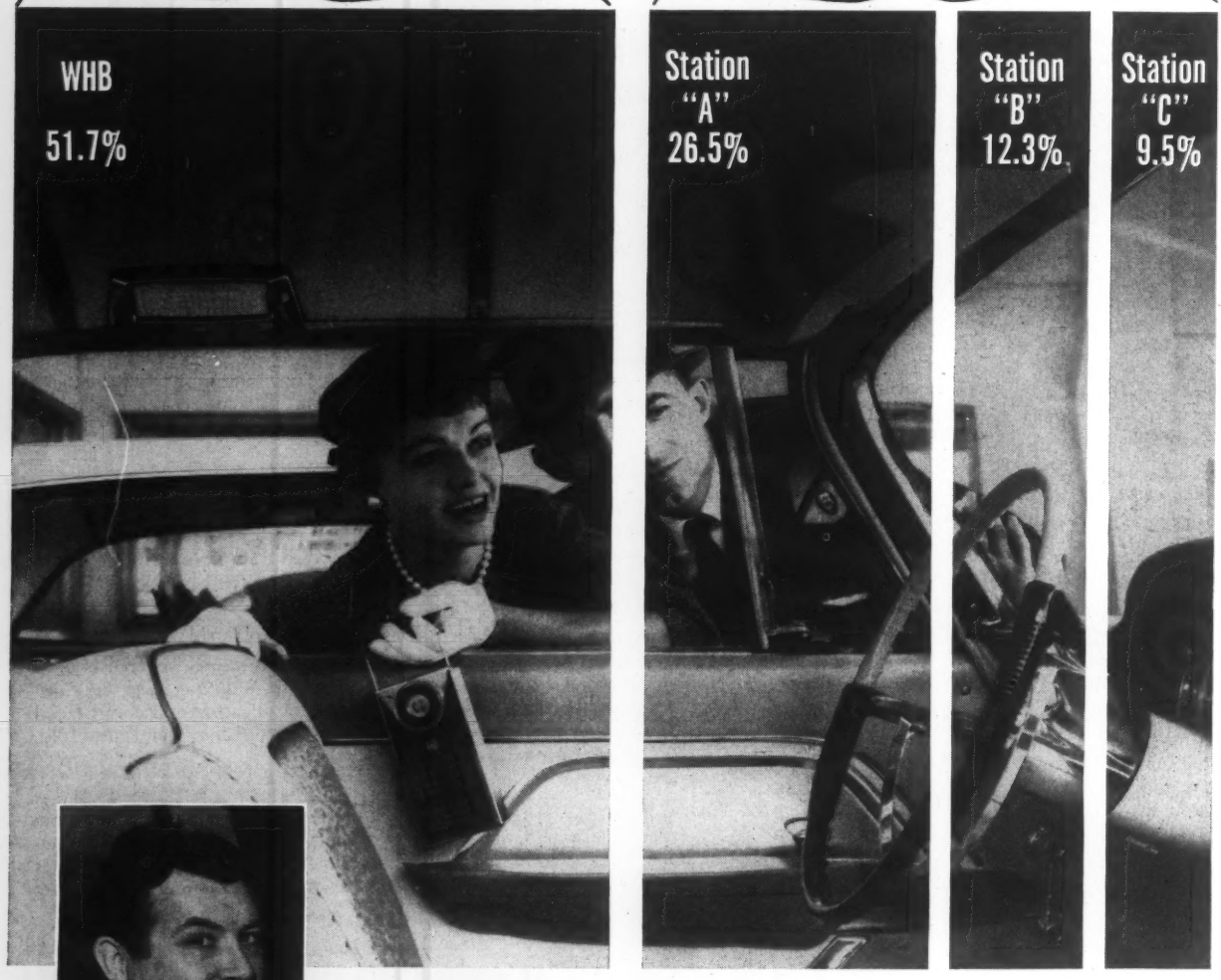
AUDITED PAID CIRCULATION ABC

BUSINESS PAPER LEADERSHIP ABP

In Kansas City . . . WHB reaches more men & women . . . than the next 3 radio stations combined



It's a Don Loughnane Noon, Too!

Noon to 2 . . . Don talks to 53% of all the men and women who listen to the top 4 Kansas City stations. This remarkable record may be attributed to Don's deep, resonant, easy-going air voice and the professional air approach which characterizes everything WHB does.

Sure, WHB is consistently and dominantly first in total audience every hour of the day.* But you want to know about men and women? Great!

Of all the men and women who listen to the top 4 Kansas City radio stations . . . 51.7% listen to first place WHB. (Nielsen, Nov.-Dec., audience composition analysis, 6 a.m.-6 p.m. average.) And every hour of the day more men and women listen to WHB than to any other station.

Talk to a Blair man . . . or WHB General Manager George W. Armstrong about WHB's tremendous 96-county coverage plus fantastic audience appeal.

*Whether you're talking about Metro Pulse, Nielsen, Trendex or Hooper . . . Area Nielsen or Pulse.

WHB

10,000 watts • 710 kc.

KANSAS CITY, Missouri

STORZ STATIONS

TODAY'S RADIO FOR TODAY'S SELLING

TODD STORZ, PRESIDENT • HOME OFFICE: OMAHA, NEBRASKA

WDGY *Minneapolis St. Paul*
REPRESENTED BY JOHN BLAIR & CO.

WHB *Kansas City*
REPRESENTED BY JOHN BLAIR & CO.

WTIX *New Orleans*
REPRESENTED BY ADAM YOUNG INC.

WQAM *Miami*
REPRESENTED BY JOHN BLAIR & CO.

at deadline

KTNT ANTITRUST SUIT ASKS $15 MILLION OF CBS, KIRO; AFFILIATION SWITCH HIT

Triple damage antitrust suit asking $15 million from CBS and Queen City Broadcasting Co., Seattle (KIRO-AM-FM), filed in federal district court, Tacoma, Wash., Thursday by Tribune Publishing Co., Tacoma (KTNT-AM-TV). Also named defendant was Saul Haas, president and majority stockholder of Queen City.

Suit charges that condition of 1948 KIRO radio affiliation with CBS provided Queen City would have first chance for CBS-TV affiliation in area if it received tv station grant, offering similar first refusal to CBS. KIRO's clear channel facility (710 kc) was described as important element in negotiation.

In 1952, suit charges, CBS asked Queen City to eliminate tv affiliation pledge but latter allegedly refused to release network from its promise. CBS and KTNT-TV signed affiliation pact in 1953, agreement specifying either party could end it on six-months notice. Queen City received tv grant for ch. 7 from FCC July 25, 1957, complaint continues, and on Aug. 7, 1957, network notified KTNT-TV it would end its affiliation Feb. 7, 1958. CBS then affiliated with KIRO-TV effective Feb. 8, 1958, suit continues, charging Queen City made it "condition of continuing to affiliate its radio station KIRO with CBS Radio Network."

Mr. Haas, according to suit, "has participated in and has caused Queen City to do the acts described" and is party to conspiracy to restrain trade and attempt to monopolize. Tribune alleges damages amount to $5 million, asking $15 million treble damages. Tying agreement, it is charged, "fenced out" competition for tv affiliation in Tacoma-Seattle area. KTNT-TV contends it has been at disadvantage in sale of time to advertisers and its value as going concern has declined.

Counsel for KTNT-TV are J. H. Gordon of Tacoma and Lloyd N. Cutler of Washington. Mr. Cutler, specialist in antitrust practice, has been counsel to Richard A. Moore, KTTV(TV) Los Angeles, in Mr. Moore's presentation of antitrust charges against tv networks before Senate and FCC.

P&G Sinks $13 Million Into NBC-TV Daytime Shows

New and renewal business by Procter & Gamble, Cincinnati, amounting to $13 million in gross billing on NBC-TV daytime schedules, being announced today (Mon.) by Walter Scott, NBC vice president, television network sales. Orders are effective July 1 for 52 weeks and call for sponsorship of three 15-minute segments per week on *Today Is Ours* (Mon.-Fri., 3-3:30 p.m.); four quarter-hour periods per week of *From These Roots* (Mon.-Fri., 3:30-4 p.m.), and renewals on daily quarter-hour portions of *Tic Tac Dough* (12 noon-12:30 p.m) and *Queen for a Day* (4-4:30 p.m.) and two 15-minute segments of *It Could Be You* (Mon.-Fri., 12:30-1 p.m.).

New orders were placed through Benton & Bowles, New York, and renewals through Dancer-Fitzgerald-Sample, New York. P&G business raises to almost $24 million gross billing placed on NBC-TV's daytime programming during May, according to Mr. Scott.

Aid-to-ETV Bill Passes Senate

Senate Thursday passed unanimously, by voice vote, and sent to House bill (S 2119) authorizing federal grant of $1 million to each state for educational tv (story page 70). Bill was introduced by Sen. Warren Magnuson (D-Wash.) and received cosponsorship of Sen. John Bricker (R-Ohio). Proponents of measure predict House approval during current session.

FCC's Opinion on Editorials: Give Other Side Equal Chance

FCC believes editorializing is fine but reasonable fairness requires presentation of other side of controversy same evening or at some time shortly after editorial program. Dicta given in May 28 letter to WAPI, WAFM (FM) and WABT (TV) Birmingham, Ala., which had licenses renewed after being held up on question regarding anti-pay tv editorial evening program last January.

Commission's phraseology: "A standard of reasonable fairness would call for the presentation by a proponent of subscription tv during the same evening or at approximately the same time on a week day shortly thereafter."

WABT put on discussion program three days later in morning program, with two station employes taking position of pro-pay tv adherents. Commission's action in renewing license taken as token of attitude toward other stations and networks it had queried following complaint by Skiatron's James M. Landis early this year [GOVERNMENT, Feb. 24]. Comr. Craven dissented to contents of letter to Birmingham stations.

WHOO-AM-FM Sold for $350,000

Sale of WHOO-AM-FM Orlando, Fla., to Donald J. Horton of Lexington, Ky., announced by Ted Estabrook and Red Weiss, owners. Price was $350,000. Paul H. Chapman Co., station broker, handled sale. Mr. Estabrook will remain at WHOO as general manager and Mr. Weiss as sales manager.

BUSINESS BRIEFLY

Late-breaking items about broadcast business; for earlier news, see ADVERTISERS & AGENCIES, page 28.

GB&B GETS RIVAL • Rival Packing Co. (dog food), Chicago, appoints Guild, Bascom & Bonfigli, S. F., as advertising agency, effective Sept. 1, with budget fixed at estimated $1.7 million, covering sponsorship of spot tv programs and printed media. at a Thursday luncheon in New York. Account now being handled by McCann-Erickson, N. Y.

THIRD FOR JOHNSON • S. C. Johnson Inc. (waxes), Racine, Wis., already having added alternate-week sponsorship of *Zane Grey* to its Red Skelton program, has picked up third alternate-week buy on CBS-TV in Thursday, 8:30-9 p.m. slot this fall. Though no program is set, network hopes to convince Johnson to share tab with P. Lorillard Co. (moved out from Saturday, 9-9:30 p.m.) on new *Wanted: Dead or Alive* series [BUSINESS BRIEFLY, May 26].

DIAL'S ON MUTUAL • Armour & Co. (Dial soap), Chicago, understood to have signed for three-month campaign on Mutual, utilizing 50 ten-second adjacencies to newscasts per week, starting June 16. Agency: Foote, Cone & Belding, Chicago.

FACTOR ON NBC-TV • Max Factor & Co. (cosmetics), Hollywood, has signed for *Opening Night*, filmed dramatic series, for summer on alternate weeks over NBC-TV (Sat., 9-9:30 p.m.), starting June 14. Agency has been Doyle Dane Bernbach, N. Y., changing this month to Kenyon & Eckhardt (see page 31).

TWO FOR CBS • General Mills (Hi-Pro), Minneapolis, and Hearst Publications *(Good Housekeeping)* N. Y., signed with CBS Radio, through Dancer-Fitzgerald-Sample, N. Y., and Grey Adv., N. Y., respectively. Hearst will sponsor ten 7½-minute units of daytime dramas June 28-30; Hi-Pro will have ten 5-minute units of daytime serials for eight weeks, beginning June 4.

SPIKE FOR OASIS • Liggett & Myers Tobacco (Oasis filter cigarettes) will feature Spike Jones on its *Club Oasis* time period during summer on alternate Saturday schedule (NBC-TV, 9-9:30 p.m.). Agency: McCann-Erickson, N. Y.

HALO PURCHASE • Colgate-Palmolive Co. (Halo), N. Y., has purchased two segments weekly for four weeks of *American Bandstand* on ABC-TV (Mon.-Fri., 3-3:30 p.m. and 4-5 p.m.). D'Arcy, N. Y., is agency.

at deadline

JOHNSON BLASTS FCC INACTION ON CATV

Former Senate Commerce Committee chairman Thursday charged FCC with "outrageous" conduct in not taking jurisdiction over community tv systems.

Former Sen. Edwin S. Johnson (D-Colo.), who was until two years ago governor of Colorado, appeared in behalf of broadcasters group importuning Senate Commerce Committee to force FCC to exercise authority over CATV operations —and also to limit use of translators and boosters where they adversely affect regular, local tv station operation (story page 56).

Committee completed two days testimony Thursday with completion of broadcasters' side of argument. Community antenna representatives will testify in rebuttal at later date. Committee also plans to ask FCC to return for further examination on allocations (maybe this week).

Sen. Johnson declared tv industry cannot exist "half regulated and half unregulated." CATV operations, if unregulated, will destroy local tv service, he said. FCC has closed its ears to pleas for help "by design or by happenstance," Sen. Johnson declared.

Former Colorado governor—who "authorized" unlicensed boosters in his state in defiance of FCC's ban in 1956—urged on-channel boosters be authorized by FCC. He said translators were too expensive and not reliable enough because they used uhf channels. He cited Comr. T. A. M. Craven's report last year which held that boosters could be considered receiving equipment. He said there are now 32 boosters operating in Colorado (in communities ranging from 15 homes to small cities with 1,500-2,000 population), but that only 14 are "licensed" by state.

Community antenna systems will not go into smaller communities, Sen. Johnson stated, because it is unprofitable. Since they can put local stations out of business, this discriminates against rural viewers who cannot be connected profitably to cable system.

Commission has had knowledge of this situation since 1952, Sen. Johnson recalled, yet has done nothing.

Other witnesses testifying Friday:

Dwight Dahlman, Wyoming Public Service Commission, related experiences of his state group in trying to regulate CATV operators. These are still in litigation.

J. Patrick Beacom, holder of cp for once-on-air WJPB-TV Fairmont, W. Va., told committee how cable company carried his uhf station for two days then deleted it in favor of Pittsburgh's then WDTV (TV).

William L. Putnam, WWLP (TV) Springfield, Mass., appearing for Committee on Competitive Television, denounced FCC and Congress for delays in meeting problems like CATV and uhf-vhf allocations problem, and stated that Television Allocations System Organization would come up with technical information already known and which would be of no help to Commission —since it must make "political" decision.

Wallace M. Bradley, Committee for Competitive Television, urged committee to order FCC to move more quickly and completely along selective deintermixture road.

FCC Opens Gates to 1 Kw Bids

FCC Thursday announced it will accept, after July 7, applications from Class IV (local) am stations to increase power up to 1 kw daytime maximum. NARBA agreement, currently pending Senate ratification, removes 250 maximum for Class IV daytime operation for all outlets located more than 62 miles from the Mexican border. No action will be taken on applications until coordination of NARBA agreement can be effected among North American countries.

Also Thursday, Commission invited comments by July 7 on proposal to abandon Class B fm allocation plan which, Commission feels, has outlived its usefulness. Plan first promulgated in December 1945 as temporary guide for allocating Class B fm frequencies.

WOAI-AM-TV Stock Shift Filed

WOAI-AM-TV San Antonio filed with FCC Friday to buy 24% of stock in licensee held by National Jewish Hospital, Denver, for $1,145,000 and retire shares to treasury. This would give Hugh Halff Jr., 40% stockholder, control with 52%.

Vanda to JWT Hollywood Tv Post

Charles Vanda, vice president in charge of television, WCAU-TV Philadelphia, joins J. Walter Thompson Co. in Hollywood as director of tv programming July 15. Mr. Vanda, 23-year veteran in broadcasting, will report to Dan Seymour, vice president and director of radio and tv, JWT (N. Y.). Mr. Vanda headed programming for CBS on West Coast for 14 years, joining WCAU-TV in 1949. Cornwell Jackson heads JWT's Hollywood office.

FIRST VTR PILOT

What is claimed to be first pilot film shown simultaneously on film and video tape and to be offered in either form is being shown to agencies this week by Video Varieties Inc., which plans to syndicate *Times Square Varieties* to stations either as film or VTR presentation. Pilot was filmed Wednesday in New York by Telestudios Inc.

PEOPLE

CHARLES E. DENNY, 25-year veteran of radio station management, has joined WBNY Buffalo as general manager. He has served in executive capacities with WHO Des Moines, WSYR Syracuse and WERC Erie, Pa. He retired two years ago from WSEE-TV Erie, which he had built and operated.

RAY MILLER JR. elected president of WERE Cleveland, succeeding his father, **RAY MILLER SR.,** who is retiring to devote full time to law practice.

JOHN DOSCHER, with NBC's sales staff since 1953, appointed to N. Y. account executive staff, John Blair & Co. He fills vacancy left by **WILLIAM O. TILENIUS,** veteran of more than 25 years in broadcast field.

ALLAN EMIG, formerly with engineering and artists & repertoire staff of Capitol Records, Hollywood, named director of Columbia Records west coast recording department.

BENJAMIN M. SEIGER, formerly director of marketing, Pharmaceuticals Inc., N. Y., to "Journal of Lifetime Living" (pharmaceuticals subsidiary) as executive director.

ROBERT M. FLANIGAN, midwest manager and national sales representative for Storer group and before that with WOV New York, to John E. Pearson Co., Chicago office, as salesman.

Gen. Matejka Leaves ODM Post

Maj. Gen. Jerry V. Matejka (USA ret.) has resigned as assistant for telecommunications to Office of Defense Mobilization Director Gordon Gray. ODM spokesman said Thursday post will remain vacant for undetermined period because of pending reorganization of Defense Dept. and its components. Gen Matejka in 1956 served on four-man board which, at request of FCC, conducted study of spectrum.

Five Ams Granted by FCC

FCC Thursday announced following new am grants:

Elba, Ala.—To Howard Parrish Jr. (general manager, WOZK Ozark, Ala.) for 1350 kc with 1 kw daytime.

Flagstaff, Ariz.—To Eldred O. Smith (33⅓% owner KHEY El Paso, Tex.) for 1290 kc with 1 kw daytime.

Charlotte, N. C.—To Queen City Broadcasting Co. (T. C. Wood Jr.) for 1310 kc with 1 kw daytime.

Grafton, N. D.—To KGPC Co. for 1340 kc with 250 w.

Bellefonte, Pa.—To Bellefonte Broadcasting Co. (Cary H. Simpson) for 1330 kc with 500 w daytime. Mr. Simpson owns WTRN Tyrone, Pa., and has interests in several other Pennsylvania stations.

Justice Holding Off on UP-INS

Victor Hansen, antitrust chief of Justice Dept., said Thursday Justice plans no action "at present time" on merger of United Press and International News Service (story page 75). In letter to UPI president, Frank H. Bartholomew, Mr. Hansen said Justice concluded consolidation "falls squarely within the failing corporation exemption" of Clayton Antitrust Act.

"Advertising never sold me anything!"

We've all heard that one before. Often.

But it's not true.

Fact is, whether we know it or not—or admit it or not—advertising has sold something to every one of us.

And that's all to the good.

In the first place, a basic function of advertising is to *inform*. To convey news. News about products. What they are. Where to get them. How much they cost. Through this function alone, advertising sells great quantities of goods.

Secondly—even people like the little lady above, who make a conscious effort to reject advertising, are made to *want* the things advertised. Sooner or later, that leads to a sale.

Finally, there is a third and much broader way in which advertising sells us things. It creates so much demand that mass production is possible; hence, more goods are sold to more people for less money.

Yes, it's all to the good, because it makes the wheels go 'round. Advertising makes possible the high-speed distribution that is the key to our economic system. Without it, capitalism as we know it would be impossible.

So, Madam, think what you will. Meanwhile, you can keep enjoying the things made available because of advertising's vast contribution to our economic and social system.

And *say* what you will, Madam. It's a free country! And that freedom, too, is part of the great tradition of which advertising is a very real part.

ADVERTISING AS A SOCIAL FORCE

"Advertising nourishes the consuming power of men. It creates wants for a better standard of living. It sets up before a man the goal of a better home, better clothing, better food for himself and his family. It spurs individual exertion and greater production. . . . The business of advertising has a big part to play in the future of the world."

—from a speech by Sir Winston Churchill, delivered before the Advertising Club of London, 1924

☆

Advertising is our business, and we take pride in it. As one of America's ten largest agencies, we are grateful to play a part, along with our clients, in the dynamic growth of the world's economy.

BENTON & BOWLES, INC.
666 Fifth Avenue, New York
Advertising and Marketing counsel to leaders in American business

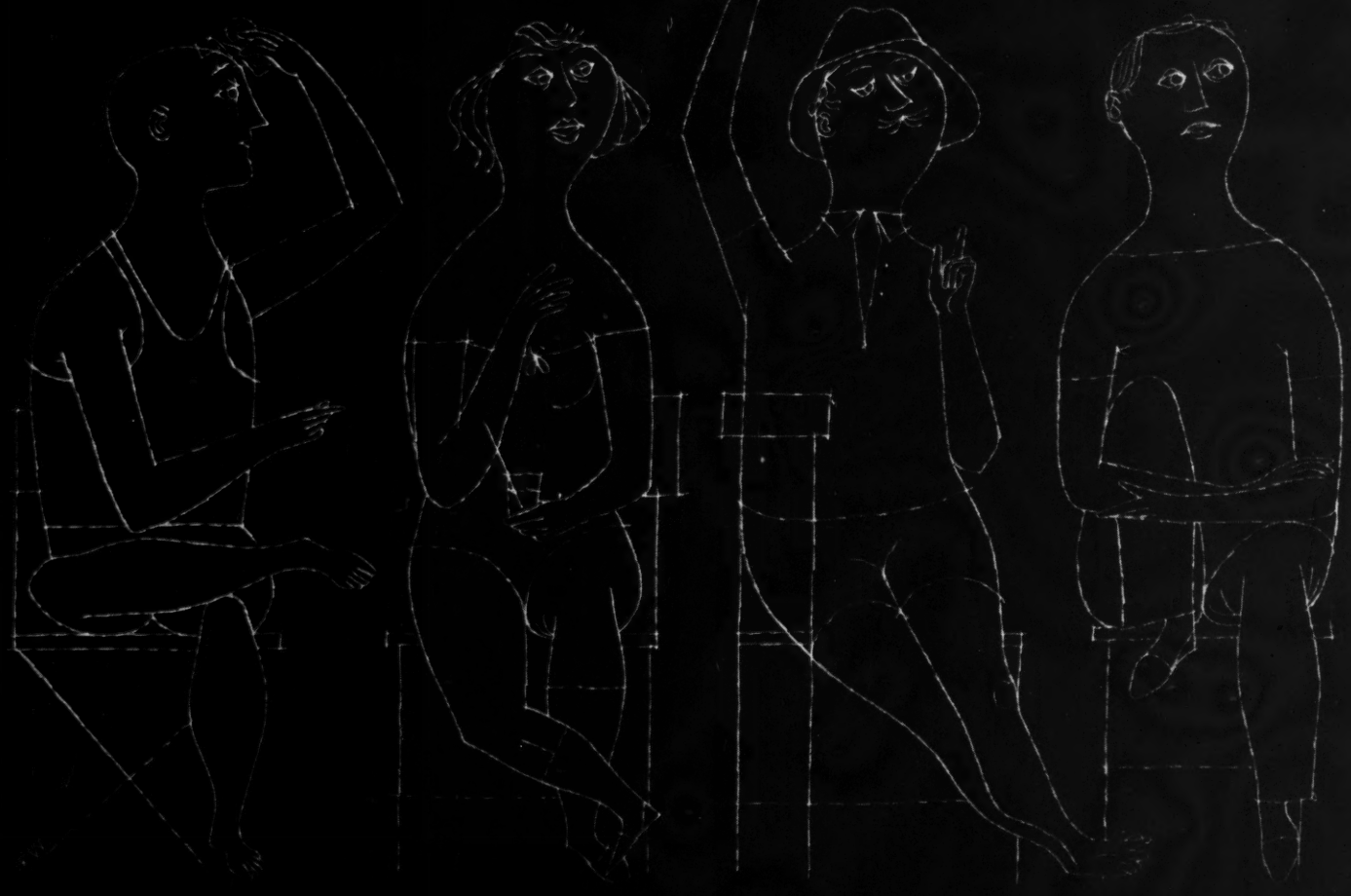
The 23 clients of Benton & Bowles, in order of our length of service to them: General Foods Corp. • Procter & Gamble Co. • Pepperell Manufacturing Company • Association of American Railroads • American Express Co. • Avco Manufacturing Corp. • Norwich Pharmacal Co. • Carling Brewing Co., Inc. • Philip Morris, Inc. • Mutual Of New York • Continental Oil Co. • H. C. Moores Co. • Railway Express Agency, Inc. • International Business Machines Corp. • S. C. Johnson & Son, Inc. • Florida Citrus Commission General Aniline & Film Corp. • Western Union Telegraph Co., Inc. • Borden Company • Kentile, Inc. • Schick Incorporated • Allied Chemical Corp. • The Eversharp Pen Co.

IT'S HOT!

Sure is.
New York's hottest
hot-weather buy,
The Late Show.
Right now
delivering—

Yeah!
The biggest
audiences
in its seven-year
history.
Average of
723,438 homes
tuned-in
every night.
Nielsen
says so.*

That ain't all.
The Late Show's
ratings go up
with the
temperature.
Last year,
its
Summer audiences
were bigger'n
they were other
seasons.



They tell me
with WCBS-TV's new
rate structure
you can get
greater circulation
at less cost
than before,
and—

I get you.
You mean, where else
in all advertising
can you reach
more customers today
for *less* money
than it cost you
yesterday?

Precisely!

Better call
Plaza 1-2345.
WCBS-TV, Channel 2,
New York. CBS Owned.
Represented by
CBS Television
Spot Sales,
too.

Fertilizer dealer, food chain, brewer and apparel shop—all are finding local Radio today's reliable, low cost selling medium. Big city or small, East, South or Midwest—sponsors are most happy with their commercials tailored from the Lang-Worth RADIO HUCKSTERS & AIRLIFTS SERVICE.

KAWL, YORK, NEB.:
JERRY BRYAN REPORTING—

A Lang-Worth Huckster Fertilizer jingle, run as a service spot, was bought off the air by Miller Seed & Supply Co., leading to an increase of their KAWL schedule by 30 spots a week. Campaign so successful it was cited in T-F-D national farm journal.

WPEN, PHILADELPHIA, PA.:
MURRAY ARNOLD REPORTING—

WPEN's imaginative selling and production resulted in a Huckster jingle being the base of giant Penn Fruit Supermarkets' "biggest value ever" promotion. Result: a big spot schedule for WPEN and other stations and "solid success" reported by W. B. Doner agency.

WHLF, SOUTH BOSTON, VA.:
PRESTON YOUNG REPORTING—

Station's efforts resulted in another Huckster jingle becoming the base of a large Company's campaign. Richbrau Beer subsequently increased their schedule on WHLF 50% and expanded the campaign to other markets in the area.

WJLK, ASBURY PARK, N. J.:
JOE MENZZOPANE REPORTING—

WJLK solved Grayson Stores local outlet's clamor for a hard-hitting jingle with the Radio Hucksters service. An innovation: a talented WJLK announcer sings, hums and mixes commercial with the jingle — for that custom-built sound!

These and many other progressive stations combine their top production and sales know-how with RADIO HUCKSTERS & AIRLIFTS to win most happy sponsors. Let RADIO HUCKSTERS & AIRLIFTS make the difference to your station. Contact—

LANG-WORTH
FEATURE PROGRAMS, INC.
1755 Broadway, New York 19, N.Y.

OPEN MIKE

Seconding Silvernail

EDITOR:

BROADCASTING is to be congratulated in prevailing upon Frank Silvernail to become its consultant [LETTERS FROM THE EDITORS]. This will certainly make an already good magazine even better.

Frank Kemp
Vice President—Dir. of Media
Compton Adv.
New York City

EDITOR:

I am delighted to know that you have engaged Frank Silvernail as a consultant on BROADCASTING. Certainly there is no one better equipped than Frank to give the agency viewpoint in any discussions concerning our industry. Congratulations to you for your foresight and best wishes to you both for a happy association.

Vera Brennan
Broadcast Coordinator
Sullivan, Stauffer Colwell & Bayles
New York City

EDITOR:

Congratulations are in order to both BROADCASTING and Frank Silvernail for the marriage recently completed. Believe this will be beneficial to all interested in the broadcasting field because of the long experience of both the publication and Mr. Silvernail.

Frank Coulter
Associate Media Director
Young & Rubicam
New York City

EDITOR:

Your reputation for astuteness was again re-enforced when I learned that Frank Silvernail had joined BROADCASTING as a consultant. I commend you for selecting one of the outstanding men of our industry to join your already excellent staff. Few, if any, men in the agency business have contributed more to ethical relations than has Frank. I know that he will make a material contribution for many years to come.

P. A. Sugg
Vice President
NBC New York

Handouts in Program Guise

EDITOR:

Jerome Feniger of Cunningham & Walsh hit a couple of targets, but not all, in his excellent appraisal of radio '58 [ADVERTISERS & AGENCIES, May 19].

He put his finger on over-commercialization, top 40 programming and general lack of imagination.

I wish Mr. Feniger would use his forum once again to examine another factor in recent programming: the money wheels and the bountiful giveaway. This practice of buying audience, and therefore ratings, has not been given enough scrutiny by agencies. I recognize legitimate contests embodying elements of skill and overt response. But plain and simple handouts are a reflection of programming bareness and ownership wealth. Timebuyers should be on guard.

Sol Panitz
President
WQSN Charleston, S. C.

What's Watt?

EDITOR:

What makes Thompson R. Watt, radio-tv editor of the *Denver Post* such a great expert on the complicated business of local programming [PLAYBACK, May 19]?

. . . If radio stations were to follow the suggestions of Mr. Watt and his ilk, the medium would be right back where it was five years ago when all the same experts predicted it was dead and buried because tv had become a reality. Of course, radio is a "mostly young" advertising medium. Of course, most of the listening to radio is done by people under 45 years of age. Is this damning? This same group happens to buy more of everything than the older people and then the children who spend all their time reading comic books and watching tv.

It is irritating for us to see so much space of your fine publication wasted, crusading for what some of the older broadcasters don't understand and therefore must assume it is a horrible thing that should be stamped out.

How about some constructive suggestions. The stations that too many of these ignorant critics are talking about also happen to be commanding the attention of more radio listeners in the major markets than local programs ever reached before. Would these critics . . . suggest a heavy load of symphony music, polkas, talk shows, or just what? Invariably, these same people have no real interest in radio programming that will get the attention of the masses. They only think that they will run the radio industry and further their own selfish causes by using meaningless cliches.

As always, the people have the final say in what they want. Mr. Watt and others like him can stop worrying about one or two stations playing music. In Denver there are at least 10 more that he can turn to and enjoy.

Arthur H. McCoy
Executive Vice President
John Blair & Co.
New York City

Evening Reading Habit

EDITOR:

. . . BROADCASTING is one of my favorite publications and I read it religiously at home. I think everyone connected with it should feel mighty proud of your news-gathering service. There is a terrific timeliness. BROADCASTING is certainly getting the news and reporting it to readers fast.

Edmund L. Cashman
Vice President
Foote, Cone & Belding
Hollywood

We Point with Pride...

WEZL

10,000 WATTS EFFECTIVE RADIATED POWER*

RICHMOND, VA.

ON THE AIR... APRIL 20, 1958

* WEZL beams its E-Z listening with 10,000 watts effective radiated power where 5,000 watts into a top-loaded tower gives the equivalent efficiency of a 10,000 transmitter into a quarter-wave tower.

ASSOCIATED WITH WVOK, BIRMINGHAM - WBAM, MONTGOMERY
(ALABAMA'S MOST-LISTENED-TO and PROVEN POWER and COVERAGE STATIONS)
(AND SOON--WAPE, JACKSONVILLE, FLA.)

All Nationally Represented by

Radio TV Representatives, Inc.

NEW YORK • CHICAGO • BOSTON • LOS ANGELES
SAN FRANCISCO • SEATTLE

Sweet 16

1. New York
2. Los Angeles
3. Chicago
4. Philadelphia
5. Detroit
6. Boston-Manchester
7. San Francisco
8. Pittsburgh
9. Cleveland
10. New Haven
11. St. Louis
12. Washington, D.C.
13. Indianapolis-Bloomington
14. Minneapolis-St. Paul
15. Providence
16. **CHARLOTTE**
17. Hartford-New Britain
18. Baltimore
19. Atlanta
20. Kalamazoo-Grand Rapids
21. Dallas-Fort Worth
22. Cincinnati

...and what a kiss!

Ardent advertisers are now enjoying the sweet kiss of sales success from the Nation's Sixteenth Television Market!

Television Magazine credits the Charlotte-WBTV Television Market with 689,882 sets, making this the *Sixteenth Television Market in the Nation... First in the South!*

Re-evaluate your expenditures. Call CBS Television Spot Sales for a date!

Source: Television Magazine Set Count, May, 1958

AMERICA'S 16th MARKET — WBTV — CHARLOTTE

JEFFERSON STANDARD BROADCASTING COMPANY

SEE IT NOW

British Prime Minister Harold MacMillan, a skilled diplomat of the "old school," is no Disraeli or Gladstone or Churchill. Quiet, short on witticism and a dispassionate conversationalist, Harold MacMillan as a personality is the Tory's answer to Labor's Clement Attlee. Thus, any lengthy interview with Mr. MacMillan is apt to be, for lack of any other description, colorless.

On May 12, Edward R. Murrow joined his colleague, Charles Collingwood (since Howard K. Smith's reassignment stateside, CBS European bureau chief) at 10 Downing St., the traditional residence of British prime ministers. The half-hour discussion (no doubt culled from much more footage) touched on a goodly number of topics such as open v. secret diplomacy, summitry, recognition of communist China, the European common market, West German renaissance and the parallel decline of the British empire.

Messrs. Murrow and Collingwood asked the right questions and Mr. MacMillan fielded them with a great deal of aplomb. There was little news to be had in this chat with the exception of Mr. MacMillan's revelation that had Britain not been facing the brunt of "Operation Sea-Lion" (which somehow never got out of Hitler's order of battle room), the A-bomb would have been developed at Harwood instead of in the squash court at the U. of Chicago. "We have a great moral claim to it," said the British Prime Minister, not without a trace of remorse.

In one basic respect, however, the talk with Mr. MacMillan proved of great benefit. That was in his scorn for the word "problem" as applied to world conflicts. His comments are worth noting here:

"When we were children ['problem'] meant something to which there was an answer—an algebraical problem . . . you either got it or else you got it off a friend of yours or you looked it up at the end of the book where it said 'with answers.' It was a thing capable of a precise solution. Now, we misuse this word 'problem' to mean one of the conditions [to which] there are no precise solutions . . . there's the handling of a situation day-by-day and year-by-year and generation-by-generation until it—if it's kept in some reasonable control—doesn't burst into disaster . . . I believe that one of our troubles in the whole of our journalism . . . is the misuse of the word 'problem.' "

It should be duly noted by tv's Cassandras . . .

Production costs: $5,000.
Sustaining on CBS-TV Fri. May 23, 7:30-8 p.m.

Producers: Edward R. Murrow and Fred Friendly; cameraman: William McClure.

FRANCE AT THE BRINK

In David Schoenbrun CBS News (and for that matter, radio-tv journalism in general) has a brilliant, astute and profoundly observant reporter on French affairs. A former romance language teacher and OWI propagandist-turned-newsman, Mr. Schoenbrun has been pounding the Parisian beat since V-E Day, first as bureau chief of overseas news agency and since 1947, for CBS. In that time he has rubbed shoulders with many of those who make up that singularly confusing cast of characters that is now playing the denouement to the fourth French Republic.

Thus it would seem rather mawkish that 43-year old Dave Schoenbrun a week ago Sunday night felt compelled to whip out his credentials in order to prove to the American viewer that he, indeed, knew what he was talking about. Certainly those who have read his award-winning *As France Goes* (Harper & Bros., 341 pp.) published last fall needed no reassurance as was offered by his frequent "I know Gen. Salan" or "I have talked to Pierre Pflimlin. . . ."

Mr. Schoenbrun was flown in from Paris by CBS to report first-hand on the conspiracy that is tearing France asunder "in the shadow of a man on horseback." Though it would seem an awesome task within the short span of 25 minutes to analyze the events since May 13, Mr. Schoenbrun made it seem terribly simple.

In his book, Mr. Schoenbrun last year contended that the French people—ultrasensitive to one-man rule as typified throughout their stormy history by the Bourbons, Richelieus, Robespierres and Bonapartes—"have become convinced that they have a vested interest in weak and unstable government." The special report on CBS indicated that the attitude is more of a vested disinterest and that, ironically, this public lethargy has created a vacuum into which an autocrat could easily step. Though Mr. Schoenbrun insisted Gen. DeGaulle is neither fascist nor dictator, the inference was clearly drawn.

In detailing the stakes both factions have in the current imbroglio and running down the "dramatis personae" Mr. Schoenbrun may have wanted to be thoroughly impartial. It must have been terribly difficult for a man who professed stanch admiration for the crack professionals helmed by the insurgent Brig. Gen. Jacques Massu. But to balance the scorecard, Mr. Schoenbrun voiced open dismay for the mystic from Colombey-les-Deux-Eglises whom he typified as "a Hamlet . . . who cannot seem to make up his mind."

By exercising a crisp and authoritative command of the situation-at-hand, Mr. Schoenbrun once again underscored a famed Murrow maxim that there's more—much more—to tv journalism than trundling out a good looking announcer who reads well. Mr. Schoenbrun *thinks* well.

Production costs: $9,000.
Sustaining on CBS-TV Sun. May 25, 6-6:30 p.m.

Producer: Leslie Midgeley; director: Verne Diamond.
Participants: David Schoenbrun, Eric Sevareid.

BOOKS

THE STORY OF ADVERTISING by James Playsted Wood, The Ronald Press Co., 15 East 26th St., New York 10, N.Y.

IN 6 MONTHS:
NOW 8th NATIONALLY!

8th (from 19th) among all CBC shows! Outrates "Have Gun Will Travel", "Dinah Shore", "Disneyland", etc.

Network rating higher every rating period, now 41.0!

21% increase in homes reached!

30% increase in viewers!

Pre-tested as popular movie and through dozens of famous Saturday Evening Post stories, TUGBOAT ANNIE helps Lever Brothers Limited of Canada win friends and influence sales. Lever Brothers' success story gives proof of greater profit than ever for you in your own market. Of course, the American premiere market showing is swamping all competition too!

the adventures of
TUGBOAT ANNIE

tpa
TELEVISION PROGRAMS OF AMERICA, INC.
488 MADISON • N.Y. 22 • PLaza 5-2100

Open letter to Time Buyers who sent their "Who Are We" contest entry to K-NUZ...

Thank you, time buyers -- for all your letters identifying K-NUZ as the mystery station!

"...the 250-watt local independent located in the top 50 markets with more total listeners than any station in the market, including a 50,000-watter, according to Nielsen..."

By now you've seen the ad on the inside front cover of this issue, so you know that WINN, Louisville, sponsored the contest.

Though your answer to the contest was wrong-- we weren't the "mystery station"--K-NUZ is the right buy for your advertiser in the Houston market.

You know our ratings...

NIELSEN - (Jan.-Feb. 1958) places K-NUZ in No. 1 position Mon.-Fri. 6 AM to 6 PM for total broadcast day average.

PULSE - (Jan.-Feb. 1958) shows K-NUZ No. 1 Mon-Fri. for the total broadcast day average 6 AM to 12 Midnight.

Not "For The First Time in History" - but Consistently K-NUZ is Your No. 1 Buy!

Sincerely yours,

Dave

Dave Morris

K-NUZ *Radio Center* HOUSTON

24 HOUR MUSIC AND NEWS

National Reps.:

Forjoe & Co.—

New York • Chicago
Los Angeles • San Francisco
Philadelphia • Seattle

In Houston:
Call Dave Morris
JA 3-2581

Southern Reps.:

CLARKE BROWN CO.

Dallas • New Orleans • Atlanta

AIMS — Association of Independent Metropolitan Stations

IN REVIEW CONTINUED

512 pages. $6.50. May 26, 1958.

From the town crier of medieval England to television today is the scope of this well-documented survey of advertising. The growth of magazine and newspaper advertising in the U. S., rise of the advertising agency and the advent of radio are detailed and illustrated by Mr. Wood. The volume is neither a critique nor a defense, but does highlight advertising's contributions during the two great world wars. A six-page bibliography plus index make the book valuable to the student or researcher.

UPCOMING

June

June 3-6: 36th annual conference, National Industrial Advertisers Assn., Chase and Park Plaza Hotels, St. Louis.

June 4-6: Armed Forces Communications and Electronics Assn. Exhibit, Sheraton Park Hotel, Washington, D. C.

June 5-7: Western Assn. of Broadcasters, Banff Springs, Hotel Banff, Alta.

June 6-7: Colorado Broadcasters Assn., Hotel Antlers, Colorado Springs.

June 7: UP Broadcasters of Connecticut, Colonial House, Hamden.

June 7-8: Broadcasters Assn. of Texas, Town House Hotel, San Angelo.

June 8-11: Advertising Federation of America, national convention, Statler-Hilton Hotel, Dallas.

June 10-12: National Community Television Assn., Mayflower Hotel, Washington, D. C.

June 14: UP Broadcasters of Pennsylvania, Holiday Motor Hotel, Mechanicsburg.

June 19-20: Virginia Broadcasters Assn., Tidewater Inn, Irvington.

June 19-21: Maryland-D. C. Radio & Tv Broadcasters Assn., Stephen Decatur Hotel, Ocean City, Md.

June 19-21: Florida Assn. of Broadcasters, Colonial Inn, St. Petersburg Beach.

June 22-28: Advertising Assn. of the West, annual convention, Vancouver, B. C.

July

July 19: Conference on Tv for Women in Home Economics, Business and Education, UCLA, Los Angeles.

July 21-25: National Assn. of Educational Broadcasters, seminar, Allerton House, Monticello, Ill.

August

Aug. 1-2: Oklahoma Broadcasters Assn., Lake Texoma Lodge, Lake Texoma.

Aug. 4-23: Summer Tv Workshop, College of Communication Arts and WKAR-TV Michigan State University, East Lansing.

Aug. 13-16: Affiliated Advertising Agencies Network, annual international meeting, Lord Baltimore Hotel, Baltimore.

Aug. 19-22: Western Electronic Show and Convention, Pan Pacific Auditorium, Los Angeles, Calif.

Aug. 24-Sept. 4: National Assn. of Educational Broadcasters, Conference on Televised Instruction, Purdue U., Lafayette, Ind.

Aug. 26-27: Georgia Broadcasters Assn., St. Simons.

September

Sept. 5-6: Texas AP Broadcasters Assn., Roosevelt Hotel, Waco.

Sept. 5-7: West Virginia Broadcasters Assn., Greenbrier Hotel, White Sulphur Springs.

Sept. 19-21: International Sight & Sound Exposition's seventh annual High Fidelity Show and Music Festival, Palmer House, Chicago.

Sept. 21-24: L'Assn. Canadienne de la Radio et de la Television de Langue Francaise, Alpine Inn, Ste. Marguerite, Que.

Sept. 22-23: Louisiana Assn. of Broadcasters, Townhouse Motel, Lafayette.

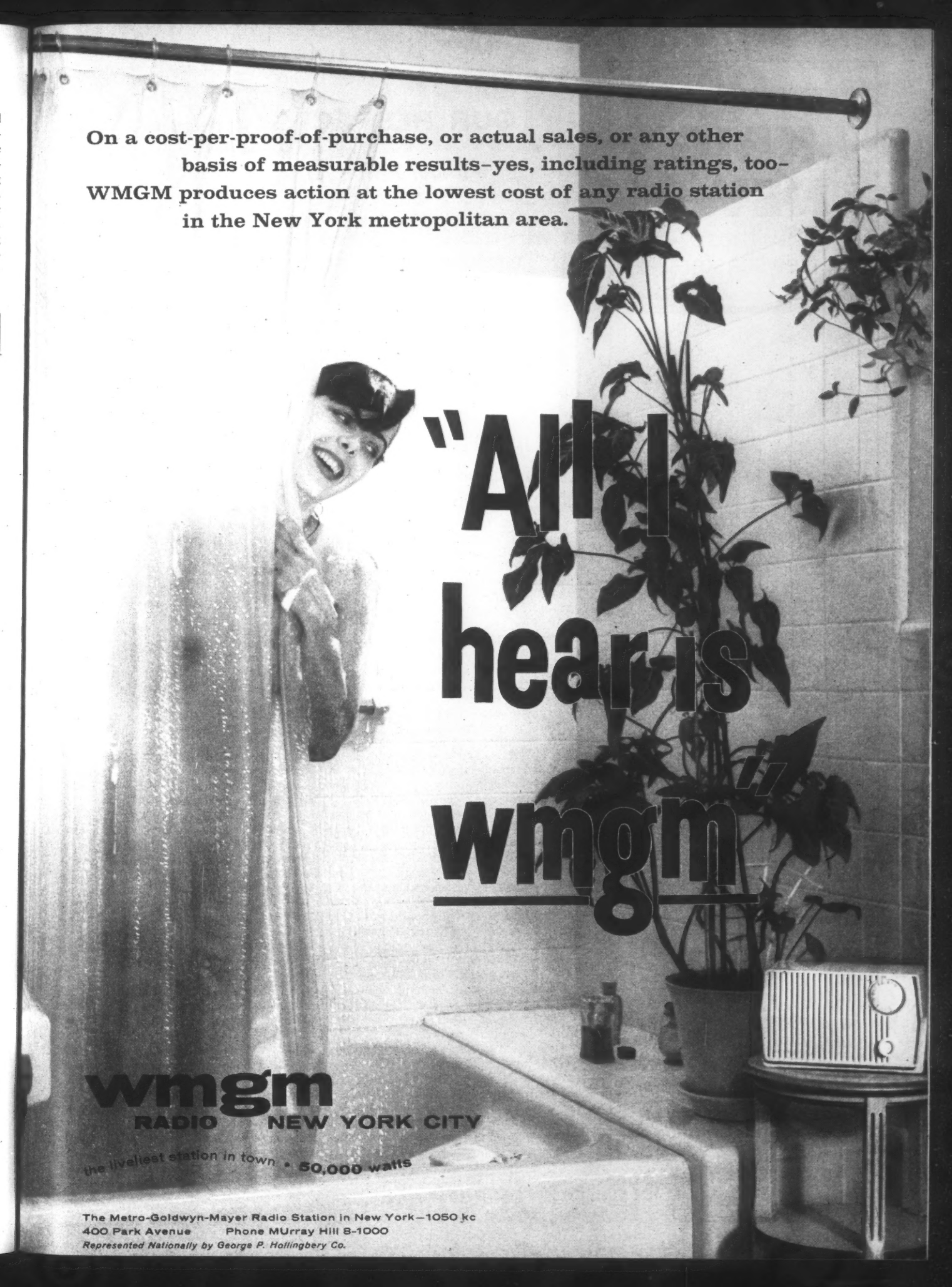
October

Oct. 5-7: Central Canada Broadcasters Assn., Alpine Inn, Ste. Marguerite, Que.

Oct. 8-10: IRE Canadian convention, Exhibition Park, Toronto.

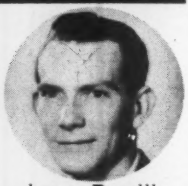
Oct. 13-15: National Electronics Conference, Hotel Sherman, Chicago.

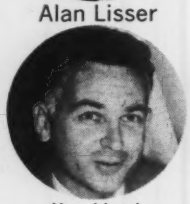
Oct. 28-29: Central Canada Broadcasters Assn. Westbury Hotel, Toronto, Ont.

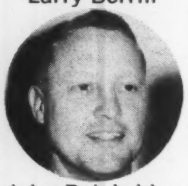

On a cost-per-proof-of-purchase, or actual sales, or any other basis of measurable results–yes, including ratings, too–
WMGM produces action at the lowest cost of any radio station in the New York metropolitan area.
"All I hear is wmgm"
wmgm
RADIO NEW YORK CITY
the liveliest station in town • 50,000 watts
The Metro-Goldwyn-Mayer Radio Station in New York—1050 kc
400 Park Avenue Phone MUrray Hill 8-1000
Represented Nationally by George P. Hollingbery Co.

KBIG NEWS
by these Newscasters

Alan Lisser


Larry Berrill


Jim Healy


John Bainbridge

. . . **SELLS** *for these sponsors:*

Ambassador Hotel
Bardahl Oil Additive
Glendale Federal Savings
Interstate Bakeries
Marina Federal Savings
Sakrete Cement
Sally Shops
Simca Auto Sales
Troy Laundry
Union Pacific
Union Maid Bakeries
Von's Grocery Co.

. . . **WON AWARDS** *from these organizations:*

Advertising Association of the West
Calif. Assoc. Press Radio-TV Ass'n
Los Angeles Advertising Women
Radio-TV News Club of So. Calif.
Radio Advertising Bureau

. . . **IS NOW AVAILABLE**

for a few additional advertisers who can utilize the *class* approach to Southern California's seven-million *mass*. Ask your KBIG or Weed contact for the full quality story.

JOHN POOLE BROADCASTING CO.
6540 Sunset Blvd., Los Angeles 28, California
Telephone: HOllywood 3-3205
Nat. Rep. WEED and Company

OUR RESPECTS

to William Joseph Moyer

THE executive vice president and general manager of KARD-TV Wichita, Kan., didn't start his career in that direction. William Joseph Moyer was going to be an investment banker—that is, until 1929. Instead he became a newspaperman, then a pilot and, in 1949, turned to broadcasting.

The impact of the stock market crash and the depression which followed left Mr. Moyer with "an indelible respect for the value of a dollar," he recalls, reminiscing over his earlier experiences in finance. A native of Wilkes-Barre, Pa. (born Oct. 6, 1911), he attended high school in Easton, Pa., and then decided to get into finance before going to college. He worked on the board of Easton's E. W. Clark & Co.; in the statistical, margin and clearing house departments of Dominick & Dominick, and as a bond trader and customers' trainee at Barney & Co., both in New York.

Came the crash and the resultant bleak outlook for investment banking, and Mr. Moyer turned to a newspaper career, joining the Star Publishing Co. (*Easton Plain Dealer, Washington* [N. J.] *Star,* and five other newspapers in northeastern Pennsylvania and northwestern New Jersey). Over a span of six years he held positions in circulation, national and local advertising, editorial and composing room departments, and became assistant to the publisher in 1936. In the meantime he managed to sandwich in a year at the U. of Kentucky toward a bachelor of science degree (while working one night a week at the *Lexington Times-Herald* as a printer). During the summer he returned to the Star Publishing Co. and, in 1939, enrolled at Lafayette College in Easton, continuing until January 1941.

Interested in flying since 1929, Mr. Moyer had racked up 300-400 hours by 1941 and accepted a position as civilian flying instructor at an Army school at Lodwick Aviation Academy in Avon, Fla. In May 1942, he resigned and accepted a Navy commission, and exercising radar test pilot duties at the Naval Air Station, Anacostia, D. C., and production test pilot and ferry duties at Floyd Bennet Field in New York. He was assigned as Bureau of Aeronautics representative in Dallas in 1944, in charge of Navy aircraft procurement contracts and inspection at various companies, including Cessna Aircraft in Wichita. He was promoted to commander before the war's end in 1945 and continued in service for four more years, including the Korean War.

Then he saw tv—"the answer to an advertising man's prayer. There it was—the ultimate in mass media of communication—a medium that embodied and usurped all of the assets of the other mass media—a medium limited only by the imagination."

WICHITA Television Corp. was incorporated by Mr. Moyer; his brother, Dan, a Wichita attorney, and others in August 1950, with Bill Moyer as president. They solicited 15 other business people to serve as directors, with George M. Brown subsequently becoming president during a financial reorganization. For over two years Mr. Moyer grappled with various legal, operational and financing chores including an educational program for officers, directors and stockholders, and directing preparation of various documents for the station's tv application and anticipated competitive hearings. KARD-TV was involved in one of the most protracted continuous hearings in FCC history—from October 1952 to February 1953, with the record finally closed in September. FCC issued its final decision in June 1955 and KARD-TV took the air three months later with full power, 1,070-ft. tower and temporary studios. (Final opposition to KARD-TV's ch. 3 grant, carried to an appellate court, dissipated only last February.)

The station become an optional NBC affiliate in May 1956 and a basic affiliate in January 1957. KARD-TV competes with ch. 10 KAKE-TV Wichita and ch. 12 KTVH (TV) Hutchinson, ABC and CBS affiliates, respectively.

Ratings and their techniques are one of his principal interests. Mr. Moyer has been outspokenly critical of feature film programming and its effect on so-called "known rating weeks" and advocates a special "secret week" report as a competitive counter-weapon.

Under Mr. Moyer's executive hand, KARD-TV has developed a community identification, emphasizing public service, while gradually improving its financial position. (It won the Alfred I. duPont small station award this year, last year won a Brotherhood Award of the National Conference of Christians & Jews.) The station moved into new quarters in November 1956 and carries about 40 hours of color programming weekly, including a handful of local live shows, plus the NBC schedule.

Mr. Moyer is active in various funds and other civic activities and is a member of aviation, industrial planning and government committees of the Wichita Chamber of Commerce. He also belongs to the Quiet Birdmen (a pilot organization) and the Wichita Club. He is married to the former Mae Gualding; they have no children. He likes swimming and adds "if I have a hobby, digging into ratings is it."

"FOUR-MOST" IN DETROIT

These Four Top Radio Personalities help you get Maximum Results in Michigan's biggest market at *LOWEST COST PER THOUSAND* on

WKMH

Van Patrick
WKMH Sports Director

"Van" is known coast to coast for his play-by-play coverage of all Detroit Tiger and Detroit Lions games plus the University of Michigan football games. Does 15 minute Sports Show Monday through Saturday, 6:30 p.m.

Robin Seymour
"Bobbin' with Robin"

One of Michigan's most popular D.Js., ROBIN programs music weekdays 3 to 7 p.m., Sundays 3 to 6 p.m. Has a tremendous and loyal following.

"Barefoot Boy" Ross Mulholland

Originates in the Casino of the Sheraton-Cadillac Hotel, every weekday from 6 to 9 a.m.. Features music and interviews with visiting celebrities.

Globe-Trotting Raconteur "Trader Bob"

Originating nightly from the penthouse of the Sheraton-Cadillac, 8 p.m. to 1 a.m., Trader Bob intersperses his music with entertaining remarks about his travels.

New *faces* . . . new *features* . . . a new *studio* atop the Sheraton-Cadillac Hotel in downtown Detroit . . . give a *new look* to Detroit's dominant sport station. Advertisers who KNOW use the KNORR network. It's your *best buy* in the rich Detroit market.

Save up to 15% by using 2 or more of these powerful stations

WKMH	WKMF	WELL	WSAM	WKHM
Dearborn-Detroit	Flint, Mich.	Battle Creek, Mich.	Saginaw, Mich.	Jackson, Mich. Jackson Broadcasting & Television Corp.

USE 4 OR 5 STATIONS...SAVE 15% • USE ANY 3 STATIONS...SAVE 10% • USE ANY 2 STATIONS...SAVE 5%

WK MH RADIO HUB OF THE MOTOR CITY

KNORR BROADCASTING CORP. Fred A. Knorr, Pres. Represented by Headley-Reed

Now you can Purchase..

*"TelePrompTer" is a registered trademark (U.S. Pat. No. 2635373) and is descriptive only of the TelePrompTer cueing equipment manufactured by TelePrompTer Corporation.

TelePrompTer

Prompting Equipment

WHEN IS A COMMERCIAL EFFECTIVE?

Only when the advertising dollar produces maximum sales results through skillful communication between sponsor and audience. This requires believability, confidence and flawless delivery by your performers. That's why more and more advertisers are insisting upon local on-the-air salesmen who are backed by TelePrompTer prompting equipment. *And that's why advertisers are enthusiastically endorsing the . . . .*

TELEPROMPTER LIVE SPOT NETWORK

A merchandising service by TelePrompTer Corporation which actively encourages nation spot advertisers to buy the sales effectiveness of local live talent on our 140 TelePrompTer-equipped stations.

TELEPROMPTER CORPORATION

"Where the Art of Group Communications is a Science"

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NEW YORK • LOS ANGELES • CHICAGO • WASHINGTON, D. C. • DETROIT • PHILADELPHIA • TORONTO • LONDON

"What is a Pulse Radio Survey?

The PULSE is the trade name given to radio surveys conducted by PULSE, Inc. PULSE, Inc. has been taking radio surveys for seventeen years and is considered the most authoritative radio audience measuring company in the broadcast industry. Proof of this, is the fact that PULSE reports are used by more radio stations than any other method and/or company.

Unlike an "independent" survey, PULSE is an authentic, researched method in which the radio audience in a particular city is correctly measured. "Independent" surveys are more often than not surveys taken by radio stations themselves and the coefficient of error is very, very high! Besides that very important fact, radio stations often take these surveys in a method which clearly slants the answer and, of course, could only come out one way. Their way.

A PULSE report is usually ordered by a group of stations in a particular city or area. The date of the actual survey is not released to the stations involved but the survey month is usually known. Each subscribing station pays their proportionate part. Part of the cost of a PULSE report is borne by (90) ninety of the leading national advertising agencies. Clearly, the advertising agency is interested in knowing the share of radio audience enjoyed by each station, since this report is used as a basic yardstick in determining which station will carry its client's message. Because this is most important, the ninety major advertising agencies subscribe to PULSE for its known reputation and authenticity.

Subscribing radio stations are free to use the final results of a PULSE report to sell local and national accounts. Understand, that whether or not a station subscribes, has no bearing upon the final outcome of a PULSE survey. The radio stations surveyed are not the only subscribers. Agency subscribers paying a share of the report are interested in the exact deposition of the audience too, and that is exactly what they get.

The foregoing quotation spearheads an advertisement by a radio station famous for its quality, integrity, and leadership.

Naturally we are pleased. But the important aspect is that this station's typical reaction explains the fundamental reason why Pulse has grown from one-market coverage back in 1941 to more than 200 markets in 1958.

And the first quarter of 1958 is our best in Pulse's entire history.

For pioneering an exclusive plus, out-of-home radio, correctly additive to in-home radio, per 15-minutes, per station, per program, the American Marketing Association gave Pulse a special award for its 1948-49 exploration. Since then, the out-of-home millions have been correctly reported by Pulse.

Currently Pulse finds that watching television out of home adds 4% to the in-home audience. As the service with the most subscribers, count on Pulse to incorporate this important and exclusive TV out-of-home when it becomes an important consideration for Pulse subscribers.

PULSE, Inc.
730 Fifth Avenue, New York 19
Los Angeles, Chicago, London

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THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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*Reg. U. S. Patent Office

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another hit

in Washington, D. C.
the top station from noon to 10 p.m. Monday through Friday . . . without a hint of loading ratings . . . is

wmal-tv abc

SHARE OF AUDIENCE

	noon to 10 p.m. Monday-Friday	when all 4 stations compete Sunday-Saturday
WMAL-TV	31.7%	28.9%
Station 2	29.3%	31.3%
Station 3	24.7%	28.7%
Station 4	13.9%	11.1%

ARB/April 8-14, 1958

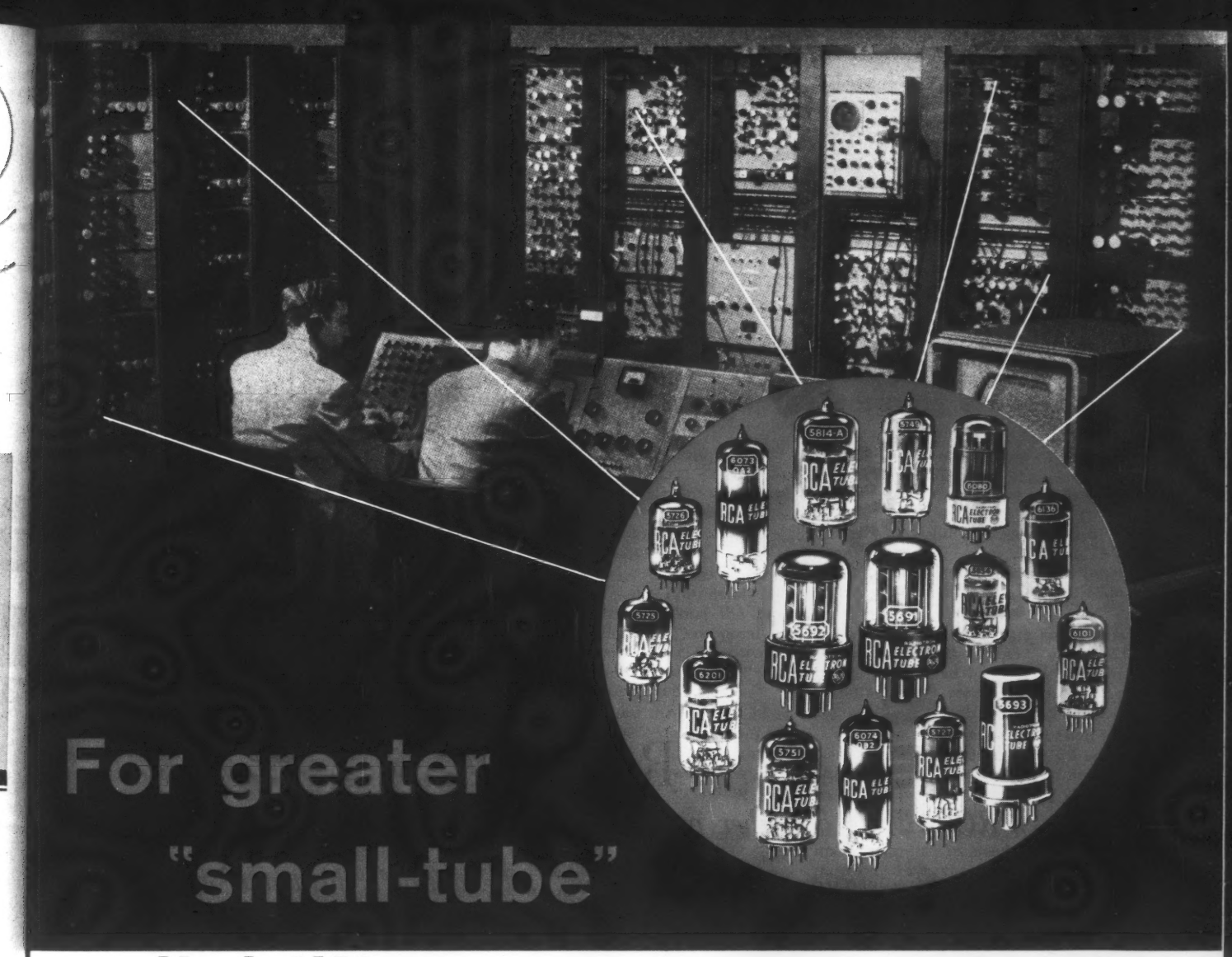
represented by H-R Television, Inc.

THE BIG MIKE IN CENTRAL OHIO

WBNS Radio is first in 352 out of 360 quarter hours, Monday through Friday, 6 a.m. to midnight. (Pulse, December '57 - January '58)

Ask **John Blair**

wbns radio COLUMBUS OHIO



reliability... use RCA "Premiums" and "Special Reds"

Equipment reliability in broadcast and TV station operations grows more and more important as the value of on-air time increases.

To raise the reliability factor of "small-tube" circuitry, why not look into the advantages RCA "Premium" and "Special Red" Tubes offer? They insure long and dependable performance—through uniformity of characteristics both initially and throughout life, rugged construction for applications critical as to shock and vibration, and special tests to weed out early failures.

Here are a few of the reasons why you can rely on RCA "Premium" and "Special Red" Tubes: RCA "Premiums" are tested for stability and survival rate, 500-hour and 1000-hour life (where applicable), audio frequency noise, and microphonics. RCA "Premiums" are rigorously controlled in manufacture for heater-cycling life performance, low-frequency vibration, fatigue, shock, glass strain—*and monitored by microscopic inspection of 25 categories of tube workmanship.*

The advantages of RCA "Premium" Tubes are available in a wide choice of types—from your RCA Industrial Tube Distributor.

Typical RCA "Premium" and "Special Red" Tubes for Broadcast and TV Station Equipment

RCA Tube Type No.	Prototype No.*	Description	Class
5654	6AK5	Sharp-Cutoff Pentode	7-pin Min.
5691**	6SL7-GT	High-Mu Twin Triode	8-pin Glass
5692**	6SN7-GT	Medium-Mu Twin Triode	8-pin Glass
5693**	6SJ7	Sharp-Cutoff Pentode	8-pin Metal
5725	6AS6	Sharp-Cutoff Pentode	7-pin Min.
5726	6AL5	Twin Diode	7-pin Min.
5727	2D21	Thyratron Tetrode-Type	7-pin Min.
5749	6BA6	Remote-Cutoff Pentode	7-pin Min.
5750	6BE6	Pentagrid Converter	7-pin Min.
5751	12AX7	High-Mu Twin Triode	9-pin Min.
5814-A	12AU7	Medium-Mu Twin Triode	9-pin Min.
6005	6AQ5	Beam Power Tube	7-pin Min.
6073/0A2	0A2	Voltage Regulator	7-pin Min.
6074/0B2	0B2	Voltage Regulator	7-pin Min.
6101	6J6	Medium-Mu Twin Triode	7-pin Min.
6136	6AU6	Sharp-Cutoff Pentode	7-pin Min.
6201	12AT7	High-Mu Twin Triode	9-pin Min.

*"Premium" types may differ from their prototypes in electrical and/or mechanical characteristics, physical structure, or types of tests to which they are subjected. Tube data should, therefore, be checked before replacing a type in the prototype column with the listed "Premium" type. **"Special Red" types.

New, handy data book RIT-104A includes tube characteristics you need to know when you install RCA "Premium" and "Special Red" Tubes. Get your copy from your RCA Industrial Tube Distributor.

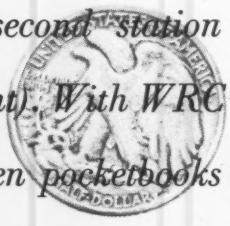
RADIO CORPORATION OF AMERICA

Electron Tube Division — **Harrison, N. J.**

IN WASHINGTON, WRC UNTIES THE FAMILY PURSE STRINGS!

WRC • 980

WRC delivers a higher proportion of adults than any of the 16 other radio stations in Washington . . . the nation's third market in average family income. "Twilight Tunes" is an excellent example of WRC's adult-appeal schedule. Weekdays, from 4 to 6 p. m., "Twilight Tunes" delivers 21,800 adults per average quarter-hour . . . 42% more than the second station (network), 79% more than the third station (independent). With WRC Radio's "Twilight Tunes" helping you, you can open pocketbooks (and wallets) aplenty in the Capital!



NBC LEADERSHIP RADIO STATION IN WASHINGTON, D. C. • SOLD BY NBC SPOT SALES

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Vol. 54, No. 22 JUNE 2, 1958

TV REALLOCATION IS UNDER STUDY

- **Long-range plan would move all tv into one area of spectrum**
- **Goal: end of uhf problem, vast increase in operating stations**

A long-range proposal to reallocate television into a single band of 25 channels is being explored by the FCC.

The proposal would eliminate the present channels 2 through 6 and create a single band starting with the present ch. 7. An orderly transition period of seven to ten years is contemplated.

The objective would be to cure the problems created by the present allocation of television into two widely separated bands —vhf and uhf. Under the proposal, a vast expansion of the number of television stations is envisioned.

It was learned authoritatively last week that the proposal was submitted to the FCC May 21 by Comr. T. A. M. Craven, internationally recognized allocations expert. Mr. Craven was understood to have submitted it, in memorandum form, as a starting point for discussion of a new allocations policy.

Because of the FCC's preoccupations with congressional hearings, Mr. Craven's memorandum was given only cursory study, but it constitutes a major item of unfinished business.

Aware that talk of new allocations evokes volatile reactions, Mr. Craven emphasized to his colleagues that his memorandum was exploratory and his suggestions intended as a basis for discussion rather than espousal of a cause.

In accord with Mr. Craven's wish, the memorandum has not been made public.

Here, however, are its main suggestions.

In Mr. Craven's view the evolution toward eventual reallocation of television could proceed in three phases:

Phase 1 (immediate): The creation of at least three "comparable" facilities in major markets now lacking them. Presumably this would be done somewhat along the lines of the "junior reallocation" proposal of ABC-TV which seeks outlets competitive to the affiliates of CBS-TV and NBC-TV in the nation's major population centers.

ABC-TV has proposed the creation of at least three "comparable" stations in each major market through a combination of deintermixture (to make markets all-vhf or all-uhf), reduced mileage separation and directional antennas.

Phase 2 (short-range): An extension of Phase 1 to create an opportunity for competitive facilities in the first 150 markets. Phase 2 would not begin until the Television Allocations Study Organization has completed its technical report which is targeted for the end of this year. TASO, which is financed and staffed by broadcasting and manufacturing interests, has been conducting extensive engineering studies to test the soundness of the technical standards for tv established by the FCC in its 1952 Sixth Report which set up the present tv system.

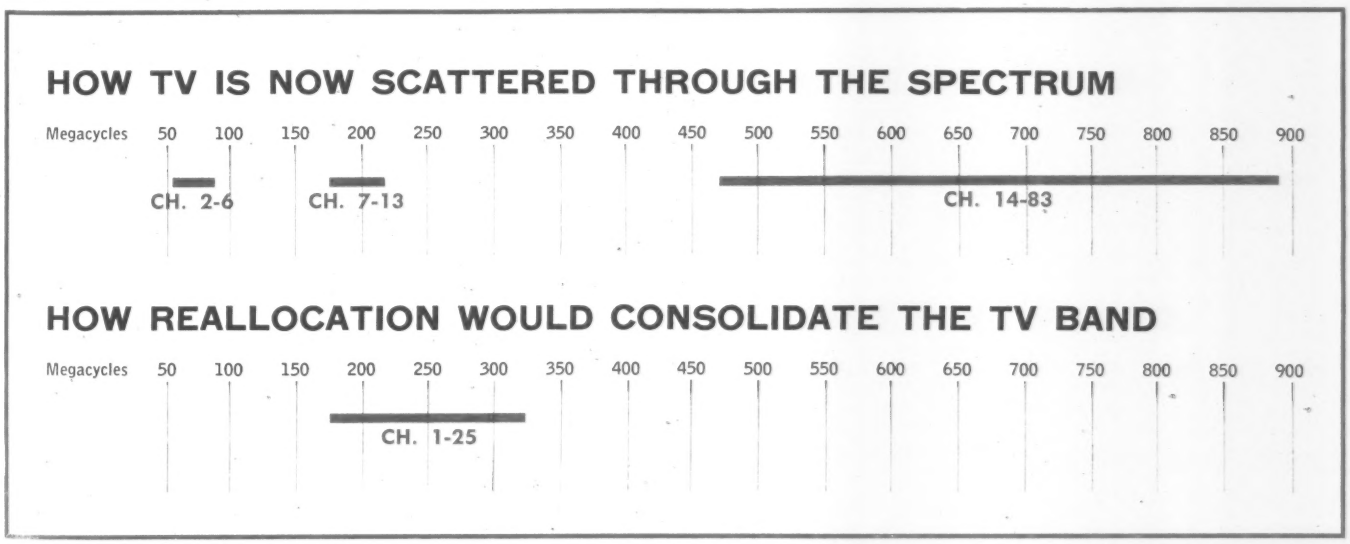
Phase 3 (seven to ten years in the future): The reallocation of all television broadcasting into 25 channels, each six megacycles wide, in a band beginning at 174 mc and ending at 324 mc. Those parts of the vhf band now occupied by chs. 2 through 4 (54-72 mc) and chs. 5 and 6 (76-88 mc) would be diverted to other services. So would the entire uhf television band (470-890 mc).

Moving tv into a single band, it is said, would eliminate the present "scarcity" factor in the vhf range and would simplify the manufacture of receivers capable of receiving all the channels allocated to tv.

It would be no more expensive to make sets capable of receiving the 25 contiguous channels than to make sets that now are able to receive only the 12 existing vhf channels. At the moment, with vhf and uhf television spaced so widely through the spectrum, the manufacture of receivers capable of accommodating both vhf and uhf ranges imposes problems in design which raise production costs.

In addition to easing the problem of set manufacturing, the block allocation of 25 contiguous channels would also provide greater uniformity of broadcast service then now is the case, in the view of some engineers.

The dislocations of non-broadcasting services now occupying portions of the 174-324 mc region, to which all tv would be confined,



would not impose severe difficulties, according to the memorandum.

Television (chs. 7-13) now occupies the 174-216 mc portion of the proposed tv preserve. The 216-324 mc area is occupied by the government, by amateurs and by some industrial communications.

There is no assurance at this stage that the Craven memorandum will get off the ground.

The FCC has been unable to agree on such relatively simple readjustments as localized deintermixture, except in a few instances. It is therefore doubted whether the present membership of the FCC could agree on so revolutionary a project as a general reallocation—unless a mandate came from Congress, the White House or both.

The Craven memorandum underscores the long-range nature of any complete reallocation. Plans would have to be evolved for transition operation, permitting dislocated stations to broadcast on both their old and new frequencies until old receivers become obsolete and new sets substituted. A reallocation plan would also take into account the need for amortizing existing investments in both receiving and transmitting apparatus and for an orderly method of design and manufacture of the new equipment.

Comr. Craven last year proposed that the FCC drop its Table of Television Assignments as a means of introducing flexibility into the placement of new stations in underserved markets [BROADCASTING, March 11, 1957, et seq]. He later withdrew the plan after opposition from educational interests, which protested the elimination of reserved non-commercial assignments, and from the Assn. of Maximum Service Telecasters, which contended the Craven Plan would break down existing standards and lead to the degradation of present service.

The new Craven memorandum despairs of any basic solution through the deintermixture process—a view in which he was joined by FCC Chairman John C. Doerfer in testimony last week before the Senate Commerce Committee, which has been investigating tv allocations (see page 68).

Mr. Craven, in his memorandum, de-

ADVERTISERS & AGENCIES

A $200,000 LOOK AT THE AD BUSINESS

Massive ANA report shows how agencies, advertisers play their hands

The Assn. of National Advertisers today (Monday) is taking the wraps off its three-year, $200,000 advertising management study, hailed by ANA President Paul B. West as "the most significant step ever taken toward more productive advertising."

Results of the study are compiled into seven volumes, to be known as "Practical Guides and Modern Management Practices for Better Advertising Management," or, less formally, "The Guidebook Series."

The guidebooks reflect the experience and thinking of many leading advertisers on basic advertising problems, officials pointed out. In addition to exploring these problems in detail, they offer numerous case histories and examples which show how specific advertisers handle specific situations, thus furnishing a guide to others seeking assistance.

Announcement of the publication of the series coincides with the issuance today of Volume 5, on the always-sensitive question of advertiser-agency relationships (see separate story). The first four volumes—"Principles of Advertising Management," "Advertising Organization," "Advertising Plans: Preparation and Presentation" and "Advertising Budget and Cost Control"—were released earlier. The remaining two—"Advertising Personnel Management" and "Evaluating Advertising Effectiveness"—will be released in the near future. The seven-volume set is available to agencies, media and other non-members of ANA at $1.50.

Henry Schachte of Lever Bros., chairman of the ANA Advertising Management Committee, described the major objective of the study thus: ". . . To show how advanced principles of management could be applied to the advertising function. We have gathered the best of all modern practices in every phase of the management of advertising—including its new marketing assignment—so that all of us can improve the productivity of advertising."

Importance of the study also was stressed by a number of leading officials in both advertiser and agency circles in statements issued by ANA. These were Frank O. Prior, president of Standard Oil (Indiana); Melvin Brorby, senior vice president of Needham, Louis & Brorby; J. Davis Danforth, executive vice president of BBDO and chairman of the American Assn. of Advertising Agencies; Clarence Eldridge, management consultant, and Marion Harper Jr., president of McCann-Erickson. Russel H. Colley, management consultant, was retained by ANA as editor for the series.

How agencies set their prices

Outside of their 15% commission—or whatever commission it is, in those cases where it isn't 15%—what price tags do agencies hang on their services?

Services and prices of one of the top radio-tv agencies, Young & Rubicam, are spelled out and those of a number of other agencies, mostly unidentified, are dealt with at length in Vol. 5 of the Assn. of National Advertisers' new "Guidebook" series being announced today (Monday).

The 374-page volume, on "Advertising Agency Relations," delves into such phases as advertiser-agency plan of operation, plan of organization, the living as well as the contractual relationships, how to select an agency and how to appraise its performance, key points to look for in contracts, agency services and compensation and the financial relationships between advertiser and agency. Inevitably, attention is attracted to compenstation and other financial arrangements.

Young & Rubicam's charges and billing procedures, incorporated in text as revised Oct. 1, 1956, include these highlights related to radio-tv:

Y&R gets the traditional 15% media commission (or requires the client to make up the difference if the media commission is not 15%). Radio and tv production charges and talent are billed to the client at cost (before cash discount) plus 15%.

Among the radio-tv services that the basic 15% pays for are "the placing of radio [or tv] advertising, the creative planning and repairing of radio [or tv] programs, supervising their production, the procuring of artists and other persons used in connection with programs . . . and such other services as may be incidental to the managing of a radio [or tv] campaign. . . ."

In the area of special charges, the Y&R manual notes these relating to the broadcast media:

"When Y & R plans the broadcast there is no charge for writing commercials. However, for commercials prepared for broadcasts on which we receive no commission (for example, commercials prepared for a program placed and paid for locally by a dealer), writing time is chargeable at the rate of $11.50 per hour with no commission added. Layout time on finished tv story boards which are presented to the client is charged at $5 per hour plus 15% commission on shows placed by Y & R, and $9 per hour plus 15% commission on shows on which we receive no commission. No charge is made for working drawings which are not presented to the client.

"Y & R provides editorial services and cutting room facilities in connection with the preparation, handling, integration, etc., of motion picture films. The charge for this service is at the rate of $7.50 per hour plus 15%. Costs incurred by Y & R for storage of client-owned film outside Y & R's premises are billed at cost."

Y & R also performs publicity and public relations service for clients on request, billable to the client "at separate hourly rates for general publicity and radio/television publicity services of staff members plus 15%," and "for out-of-pocket expenses at cost plus 15% except in the case of travel, postage, entertainment, etc., which are billed at cost without commission."

The Y & R booklet also notes that "any advertising prepared by Y & R and placed paid for directly by the client is fully commissionable" and "that part of dealer advertising prepared by Y & R and paid for by the client, either directly to media or through reimbursement to the dealer, is fully commissionable."

An Anderson & Cairns manual presented by ANA shows that A & C—like most of the agencies cited in the book—also uses the basic 15% media commission system. Among the services and materials which the client may either secure for himself or have A & C supply, the following customarily are billed at net cost (after discounts) plus 17.65% if secured by the agency, unless an amount is agreed upon in advance:

"Radio performances, i.e., actors, singers, musicians, announcers, package programs or acts, radio rights, dramatic or musical continuities, auditions, scripts, directors, sound effects, special orchestrations, musical arrangements, music rights, electrical transcriptions, pressings of electrical transcriptions, etc.

"Submission recordings of commercials after

scribed deintermixture as no more than "nibbling" at the allocations problem and said it had little value even in the short range.

Whether the Craven suggestions have the endorsement, actual or implied, of the Office of Defense Mobilization, which functions directly under the White House, is not known. It was stated, however, that on March 24 the ODM suggested that it and the FCC could jointly pursue long-range planning on future use of the spectrum by this country, and jointly provide guidance and substance both at the technical and policy levels. Comr. Craven is the FCC's liaison with ODM and is chairman of the all-important engineering policy committee planning for the International Telecommunication Conference in Geneva next year.

ODM proposed that it and the FCC appoint an executive from each group to give policy guidance to the technical allocations groups of the FCC and the Interdepartment Radio Advisory Committee, which sits for the government. These steps would place the allocations planning at the highest level.

Presumably it also would augur against adoption by Congress of the identical resolutions introduced last year by Sen. Charles Potter (R-Mich.) and Rep. William Bray (R-Ind.) for the appointment of a three-man commission to investigate the utilization of frequencies allocated to the federal government [BROADCASTING, June 24, 1957]. Sen. Potter and Rep. Bray were disturbed over possible demands by the military for a larger slice of the radio spectrum, particularly the lower vhf band—the very channels 2-6 that would be involved if the Craven memorandum were implemented.

Comr. Craven, himself a former naval communications officer, does not believe that the military is now using more spectrum space than it requires for peacetime operations. He also recognizes that broadcasters will be disposed to regard his long-range plan as impractical. But he has advised his FCC colleagues he feels that, if properly coordinated and planned, the plan is possible of achievement as a logical solution of many of the allocation problems which have cramped tv development and are urgently in need of FCC action.

approval. Talent: announcers, actors, singers, musicians, sound men, music arranger's fees, etc.; sound effects charges, studio rental, music rights, etc.

"Wiring and engineering charges for broadcasting, or other sepcial services or facilities. [In] television, (a) all elements required to televise and broadcast television programs including commercials (except the writing of commercials), either live or by film, including announcers, performers, directors, technicians, scripts, rights, music, studio arrangements and equipment rental, scenery, properties, filming from kinescope for further distribution, etc., [and] (b) cable and radio relay charges when not included in television broadcast charges."

Turning from agency to advertiser arrangements, the ANA report quotes a "suggested guide" prepared by General Electric Co. for its some 50 decentralized operating departments. This specifies that the agency, on authorization by the client, will—among other things—"make all necessary arrangements for the preparation, rehearsal, production and broadcasting of radio and television programs in accordance with authorized plans and station schedules; the agency service to include procurement of and contracting in its name for radio and television time and facilities and talent at the most advantageous rates, supervision of all elements of program planning and production and of publicity and program merchandising, check and verify performance in accordance with contracts, and make payments to media in time to earn any available cash discounts."

The GE guide calls for payment of the 15% media commission, or its equivalent, to the agency.

For certain additional materials and services to be secured by the agency from other suppliers, the form provides for paying the agency its net cost (before cash discount) plus 15%. These include special writing talent; radio, talent, scripts, announcers, musical arrangements and productions and electrical transcriptions; television materials and services purchased or rented (such as studio rentals), use of facilities including kinescope, talent, announcers, set-up and take-down work, rental of properties, artwork and painting, costume rental, makeup, sets, carpentry and construction and all other television production items . . ."

This guide also says that, on co-op material prepared by the agency, the advertiser will pay to the agency 15% of the share of local space or time charges assumed by the advertiser.

A sample contract supplied by Reynolds Metals Co. incorporates the 15% media commission to the agency. The agency also would get cost plus 15%—unless a different amount is agreed upon in writing—on certain services and materials purchased elsewhere, including: "radio and television talent and programs or package shows, radio, television and other scripts or continuities, musical arrangements, electrical transcriptions, television film commercials and program and commercial production."

Another contract, submitted by an unidentified advertiser, specified that travel expenses of the agency must be absorbed by the agency—except that "traveling expenses of any of your personnel engaged with the production of radio or television programs are to be billed to us at the net cost only." Another advertiser's contract, also unidentified, made no such exception.

ANA cited one contract to show the detail in which a method of payment for radio-tv time and programming was spelled out. Also from an unidentified advertiser, it said in part:

"All ideas, suggestions and plans for advertising and/or merchandising, for radio and/or television programs, or characterizations for present or proposed products, packages or improvements in existing products or packages, as well as the embodiment of any of these in sketches, layouts, copy, scripts, programs and designs which may be submitted to us by you, shall, except when otherwise specifically designated at the time of such submission, be understood to be available to us for our free use without payment of any royalty, license fee or other payment and without condition.

"Upon the adoption, approval or use by us of any of the above, all right, title and interest therein shall be our exclusive property, and thereafter we shall have the full and free right to use same in any way deemed by us to be desirable, indirectly through agents or otherwise and without regard to the continuance of this contract and without payment of any compensation to you except as herein specifically provided.

"In your performance hereunder you will from time to time be engaged in work in connection with radio and television programs, characters, personalities and trade names of ours. It is understood that neither you nor any of your employes or any third parties may by virtue of any such work with any of our properties acquire any right, title or interest therein.

"You agree to assure the protection desired by us in the last two paragraphs by securing from each of your employes engaged in any work on our behalf a written agreement by the terms of which the employe surrenders any and all right, title or interest in any of the items referred to in either of these paragraphs.

"We shall pay you as full payment for all services and expenditures hereunder, (a) for radio and television station time, printed word space and all other media, the cost to agency for authorized commitments made in our behalf less any and all space, quantity and frequency discounts earned by us and any cash discount

CONTINUED

NEW LOOK AT GARDNER

It was Media Day for some 400 sales representatives at Gardner Adv. in St. Louis May 22. The occasion: Open house to unveil the agency's modernized and expanded quarters in the city's downtown area.

The extensive remodeling program provides about 40% more floor space and added facilities for new client services, notably in the broadcast media department. Major revisions incorporated there reflect the fact that 60% of the agency's $22 million billings in 1958 will be in radio-tv.

Under the renovation program, several departments previously spread over half a dozen floors at 915 Olive St. have been integrated, largely on two floors. Three different viewing areas have been set up for viewing commercials and filmed shows. A workshop and two-way projection room serves two of them.

Pictured: The reception room of Gardner's new quarters and three of the agency's top officials (l to r): President Charles E. Claggett, Board Chairman Elmer G. Marshutz and Secretary-Treasurer Herbert S. Gardner Jr. The receptionist is Shirley Stafford.

where payment to you is made within the time specified for cash discount. In the event that any advertising media does not allow advertising agency commission, we shall pay you 15% of the cost incurred on our behalf in the use of such advertising media; (b) for radio and television talent and production, package shows, announcers, lines and loops, testimonials, baseball rights and printed word production in advertising media, the amounts paid by you to third parties therefore plus 15% thereof as your compensation except that for package radio and television shows which are paid for in advance of date of broadcast, the 15% commissions will not be due and payable to the agency until the month of broadcast of each episode; furthermore, when the contract with the producer of the show provides for one or more repeat broadcasts, the cost will be allocated to all broadcasts of the same episode in such proportion as we feel is proper and our decision in this matter shall be final, and commission will be paid during the month of broadcast based on the costs allocated to that period.

"In the case of radio or television media contracted for by one agency but allocated in part to another agency, the billing agency will prepare an analysis and make the proper transfers of commission to the other agencies concerned in accordance with the following plan: (a) Agency commission for time and facilities will be allocated on the percentages of commercials used by each product. (b) Commission on "package shows" for talent and production costs, prints and license fees will be allocated 25% to the contracting agency to cover its out-of-pocket costs, with the balance divided between agencies on the basis of the percentages of commercials used by the products of each agency. (c) All commission on talent and production costs on agency produced shows will be allocated 100% to the producing agency. (d) In the case of a live show, where one agency handles all of the billing for the presentations of commercials for other agencies the producing agency will retain 25% of the commission on billing for network commercial production facilities, home economists and related charges. (e) In the case of a film show, the agency handling such film show will retain 100% of the commission earned on billings through that agency on handling and splicing other agencies' film commercials into such show. Payment shall be made within 30 days after month of broadcast.

"If [blank] co-sponsors a show with another company or if part of a show is sold by us, the amount of commission, if any, to be paid to our agency, will be determined by us in each individual case by review of the existing facts and desires of the parties concerned."

Yet another contract specifically identified the agency people who would be in charge of tv and radio production for the client.

Another gave a precise picture of the method of compensation for each agency assignment; in the case of radio-tv advertising placed by the agency, it is as follows:

"[No charge, except as indicated by note which follows, for] supervising the selection of programs, reading and checking scripts and supervising rehearsals, supervising each telecast or radiocast, television ideas and scripts for commercials, radio ideas and scripts for commercials, selection of stations and contracting for time. Note: On programs and spots broadcast or telecast over stations which are members of the [blank] network, the agency receives from client a service fee as mutually agreed upon based on cost to agency plus 15%. On programs and spots broadcast or telecast over stations which are not members of the [blank] network, the agency receives the regular agency commission on time from the radio or tv station. If the station allows less than 15% agency commission, agency receives from client the difference between 15% and the agency commission allowed by such station.

"[Net cost plus 15% for] program and commercial scripts by outside specialty writers, when authorized by client; story boards when authorized by clients; cost of production and talent for programs, spots and commercials (special musical arrangements, singing commercials, jingles, tunes, lyrics, writers, directors, announcers, producers, actors, musicians, royalties, special fees, films, rights, properties, scenery, haulage, etc.), when authorized by client.

"[Cost plus 15% for] specialized agency talent to produce commercials when authorized by client."

Another advertiser allowed a 16½% commission in lieu of fees.

One advertiser, on the other hand, submitted a contract which employed the fee rather than the media commission system of compensation. It agreed to pay the agency $375,000 a year, and commissions received by the agency were to be applied against that figure.

In presenting these various contracts, ANA made clear that "circumstances vary widely from one advertiser-agency relationship to another" and that "it is difficult, if not impossible, and in any event unwise, to attempt to recommend standard or model forms of advertiser-agency contracts for indiscriminate use." Yet it was felt that "the experience and thinking of others can always be used to advantage, provided it is not slavishly followed," and the examples of actual contracts were offered "in that limited sense only."

Aside from these advertiser and agency examples of working arrangements, ANA's Volume 5 contains sections contributed by such agency leaders as Marion Harper Jr., president of McCann-Erickson; Charles H. Brower, president of BBDO; Robert D. Holbrook, chairman of Compton Adv., and George N. Farrand, treasurer of Young & Rubicam.

Advertisers who contributed case histories included National Biscuit, Monsanto Chemical, Olin Mathieson Chemical, General Mills, Hamilton Watch, International Harvester and Quaker Oats, in addition to GE and Reynolds Metals.

The principal conclusions of the ANA-commissioned "Frey Report" on agency-advertiser relationships and methods of compensation [SPECIAL REPORT, March 3] also were incorporated.

Volume 5 was prepared by the ANA Agency Relations Subcommittee of the advertising subcommittee. Donald S. Frost of Bristol-Myers heads the subcommittee.

COLORCASTING®

The Next 10 Days
of Network Color Shows
(all times EDT)

CBS-TV

Colorcasting schedule suspended for summer.

NBC-TV

June 2-6, 9-11 (3-4 p.m.) *Matinee Theatre,* participating sponsors.

June 2, 9 (7:30-8 p.m.) *The Price Is Right,* Speidel through Norman, Craig & Kummel and RCA Victor through Kenyon & Eckhardt.

June 3, 10 (8-9 p.m.) *The Investigator,* Liggett & Myers through McCann-Erickson and RCA-Whirlpool through Kenyon & Eckhardt.

June 4, 11 (9-10 p.m.) *Kraft Theatre,* Kraft Foods Co. through J. Walter Thompson Co.

June 5 (7:30-8 p.m.) *Tic Tac Dough,* RCA Victor through Kenyon & Eckhardt and Warner-Lambert through Lennen & Newell.

June 5 (10-10:30 p.m.) *Lux Show* starring Rosemary Clooney, Lever Bros. through J. Walter Thompson Co.

June 7 (8-9 p.m.) *Perry Como Show,* participating sponsors.

June 7 (10:30-11 p.m.) *Your Hit Parade,* Toni through North and American Tobacco through BBDO.

June 8 (7-7:30 p.m.) *Noah's Ark,* sustaining.

June 9 (9-10 p.m.) *Dinah Shore Chevy Show,* Chevrolet through Campbell-Ewald.

COUNT OF RADIO SETS BACK IN 1960 CENSUS

- **Bureau reverses former edict**
- **Holland spearheads movement**

The 1960 decennial census will tabulate the number of U. S. homes with radio and television sets, following a pattern set in 1950 when tv was a relatively new medium.

Radio had been deleted from the census earlier last month when the Census Bureau decided there was no point in making a costly national count inasmuch as nearly every home has one or more radio sets [GOVERNMENT, May 12].

Last week, however, the bureau reversed itself "pursuant to a request made by Sen. Spessard Holland (D-Fla.), chairman of the Senate Appropriations Subcommittee," handling the Dept. of Commerce and Census Bureau budget [GOVERNMENT, May 26], according to Sen. Holland's office, which announced the bureau decision after receiving a letter from Dr. Robert W. Burgess, census director.

The radio count was returned to the 1960 census after several days of fast maneuvering. Sen. Holland voiced polite amazement that radio was not to be counted when the subcommittee was questioning Dr. Burgess May 21. The director gave two reasons—the 1950 census figure of 96% radio saturation is still valid; it is not technically feasible to count these receivers.

At that point Sen. Holland noted that tv had induced a radio slump which in turn was followed by a radio resurgence. He challenged the propriety of supplying facts to the tv industry and not to aural broadcasters. He explained a "great volume" of requests for radio data had been received by the subcommittee. Dr. Burgess then promised to review the matter.

Sen. Holland added his only desire was to have determined the number of American homes with radio and tv sets and the number having access to broadcast service. He said the set audit was important because of the needs of those beyond tv range who need radio weather forecasts, farm information and similar services as well as civil defense information.

Last Tuesday the Census Bureau reached

its decision to restore radio to the 1960 census, issuing this statement:

"Since the announcement in April that it is proposed to include a question on television in the 1960 census, the bureau has received many requests that a question on radio should also be included. Although nearly every household reported a radio set in 1950, there may still be significant differences from area to area as well as changes in some areas since 1950.

"Accordingly the bureau has re-examined its position. Director Burgess states that in view of the great importance of radio as a communications medium, it is now planned to include a question on radio in the 1960 census in order to provide up-to-date information on the number and location of households reporting radio. Information on types of radio receivers will not be requested because the collection of such information would be unduly time consuming and expensive."

Harold E. Fellows, NAB president, wrote Dr. Burgess Wednesday that the radio count "will result in securing information which is vital to this country's continued economic progress and well-being" and will contribute "to radio's continued ability to serve the country." He voiced regret that data on battery-powered and fm receivers would not be collected. NAB conducted an active industry campaign calling on broadcasters to state their position to legislators and the Census Bureau.

Factor's $3 Million Account Lands at Kenyon & Eckhardt

After a two month period of carefully viewing a number of agency presentations, Davis Factor, chairman of Max Factor & Co., Hollywood, announced the appointment of Kenyon & Eckhardt to handle the $3 million cosmetic account, effective June 2. K&E will be the advertising agency for the following Max Factor products: Natural Wave hair spray, Hi-Fi fluid make-up and the fragrance lines. "It is anticipated," Mr. Factor said, "that additional products will be assigned later." Kenyon & Eckhardt, Los Angeles, will service the account.

Anderson - McConnell, Factor's other agency, will continue to handle Curl Control, Facial Bath, Creme-Puff and a new lipstick.

Approximately $2.5 million of the Max Factor advertising budget went into television last season with sponsorship of the alternate-week *Polly Bergen Show* on NBC-TV. The show was not renewed for next season.

Max Factor had been with Doyle Dane Bernbach, New York, until two months ago when they jointly terminated the association.

Smith, Greenland Leave Gore, Taking Half of Agency Billings

In an unexpected situation becoming rarer in this day of the agency merger, Gore/Smith/Greenland, New York, has been dissolved as a triumvirate, with Messrs. Martin L. Smith and Leo Greenland walking out with roughly 50% of the G/S/G billings in their pockets. Effective June 1, Smith/Greenland Co. hangs out its shingle at 420 Madison Ave. (Plaza 9-5656)—the present address of G/S/G.

With the $2.5 million in billing that will go into the new agency are some $900,000 in broadcast allocations, principally in the food product line. Of the less-than 50 people currently employed by G/S/G, approximately 30 are slated to leave with Messrs. Smith and Greenland.

Involved in the switch of advertisers are the following broadcast accounts: Hercules Chemical Co. (tv), Hires Bottling Co. root beer (radio), Melnor Industries garden equipment (tv), Milady frozen food products (radio-tv), Osrow Products Co. brushes (tv), Roman Products Co. frozen foods (radio), Seabrook Farms frozen fruits and vegetables (radio-tv), Sau-See foods (radio), Louis Sherry preserves (radio), Weldon Farm Products' Alba non-fat dry milk (radio) and Zausner Foods cheese products (radio). Standard-Triumph Motor Car Co. (foreign autos), one of G/S/G's major accounts, will stay with Chester A. Gore, although it's been reported that the British automaker would like a larger agency. (Understood to be pitching for Triumph: Kudner Agency, which recently lost GM's Buick.)

Mr. Gore, now in Europe on vacation, apparently did not learn of the split until told last week by cable, but the two departing partners maintained they had told Mr. Gore of their plans before he went abroad. It was learned the rupture stemmed from "personality conflicts" between the three owners—a report more or less confirmed by the remark of one agency officer who termed the divorce as "very personal . . ."

Gore/Smith/Greenland came into being last August upon the merger of Mr. Gore (then president, Gore/Serwer) with Mr. Greenland (his vice president) and Mr. Smith, head of Martin L. Smith Adv.

PREVIEW

Old-country flavor for a modern beer

Heidelberg Brewing Co., Tacoma, Wash., is stepping up its radio-tv advertising today (Monday) with a special one-month saturation campaign in 40 markets in the Pacific Northwest to promote the company's new label. The agency is Guild, Bascom & Bonfigli, San Francisco.

Commercial copy on radio and television is built around the theme of "Look for the Round Triangle," to exploit the company's new bottle label design. A spokesman said the advertising being put behind the new label design is the largest concentrated advertising effort in the history of Heidelberg, and includes newspaper advertising as well as the expanded radio-tv effort.

On radio, the campaign will include announcements on Heidelberg's regular news, weather and sports programs in 15 northwestern markets, plus a special spot saturation effort on a total of 40 markets in 30 cities. On tv, the company is sponsoring *Treasure,* half-hour travel-adventure film series in 15 markets.

The Heidelberg tv spot below features the beer's bottle and label superimposed on a print of Hieronymos Bosch's "The Jugglers," which hails from the 16th Century. It will run on the *Treasure* show beginning June 11.

**This . . .

M-E Reassigns Haight, McAvity on Two Coasts

George Haight, vice president in charge of tv-radio programming for McCann-Erickson, and Thomas A. McAvity, corporate vice president and general executive for tv-radio, have been assigned new posts, it was announced last week by C. Terence Clyne, senior vice president for corporate tv-radio services.

Effective June 1, Mr. Haight will become vice president in charge of tv-radio programming services for the West Coast. His duties will include production responsibilities for all Hollywood originations, new program development on the West Coast, and responsibility for McCann-Erickson's film productions in Hollywood.

Mr. McAvity will become vice president in charge of the home office tv-radio programming.

The new assignments of Mr. Haight and

MR. HAIGHT

MR. McAVITY

Mr. McAvity, Mr. Clyne pointed out, were brought about by the agency's expanded tv-radio volume and its forward planning.

A large portion of the agency's programming, including *Westinghouse Desilu Playhouse, Steve Canyon, Eddie Fisher, Wells Fargo, Bob Hope, Death Valley Days, Chesterfield Supper Club,* etc., will originate from the West Coast—as well as program ideas and pilot films.

Mr. Haight and the agency's west coast tv-radio staff will be located at 915 North La Brea Ave., Los Angeles. Mr. McAvity will move to the agency's home office at 485 Lexington Ave. He had been at 50 Rockefeller where the corporate offices are located.

Kellogg, Chrysler Fall Tv Plans Await Burnett Recommendations

Fall tv plans of two blue-chip advertisers —Chrysler Corp. and Kellogg Co.—were still in abeyance last week, pending recommendations of their agency, Leo Burnett Co., Chicago.

Kellogg has been reappraising its network-spot picture involving (1) possible renewal of an ABC-TV children's strip; (2) a reported sizable spot tv schedule in key markets [CLOSED CIRCUIT, May 26], and (3) purchase of one or more other network tv properties. During the first quarter of 1958, Kellogg spent an estimated $2.9 million on network and $263,000 on spot. If Kellogg renews the ABC-TV across the board children's series, it's understood that two of the five programs—*Sir Lancelot* and *The Buccaneers*—will be replaced. Burnett is expected to present its recommendations to the cereal client by week's end. Sources close to the account indicate Kellogg will step up its spot activity at least in some measure.

Also still hanging in the balance is Chrysler Corp.'s network tv alignment for fall. The company already has notified CBS-TV it will drop *Climax* (and its once-a-month *Shower of Stars*) after the current season ends. The Burnett agency has been screening several network show properties.

Defendants May Appeal FTC Allowing Ruling

One or more of six large manufacturers (and top radio-tv advertisers) may decide to appeal a Federal Trade Commission ruling against chain-store merchandising by stations [GOVERNMENT, May 26].

Cyrus Austin, New York attorney who represented the manufacturers before the FTC, indicated last week that probably one or more of the firms will take an individual appeal to the courts (presumably to the U. S. Appeals Court). Mr. Austin said, however, that no final decision had been yet made by any one of the companies. There is no time limitation for an appeal and there are other procedural courses open, he said. He did not discount the chance that the firms would file compliance reports with the commission and not appeal the ruling.

The firms are General Foods Corp., Groveton Paper Co., Hudson Pulp & Paper Corp., P. Lorillard Co., Piel Bros. Inc., Sunkist Growers Inc. and Sunshine Biscuits Inc., all large grocery suppliers which used store merchandising benefits offered by network-owned stations in New York, Boston, and Chicago. Six of them had appealed the initial decisions but were denied at the same time the commission affirmed its examiner's ruling. Sunkist earlier had signed an FTC consent order agreeing not to use any discriminatory store promotion plans.

The FTC has ordered the respondents to discard practices of granting promotional allowances to favored customers "through the major radio-tv networks," noting that broadcast in-store promotion-aids involving "favored grocery chains" violate federal antitrust law.

This decision drew scattered interest in New York City where network-owned stations have been active in in-store promotion. Aside from NBC, which had a formal statement, other networks were quiet. CBS said its attorneys were examining the FTC action and its possible import but would have nothing to say.

NBC said the decision did not affect its "Chain Lightning" plan. In a formal statement, P. A. (Buddy) Sugg, vice president in charge of NBC-owned stations and NBC Spot Sales, noted that the ruling "relates to an earlier form of the Chain Lightning plan which has been superseded by a broadened plan offering participation opportunities to all food retailers regardless of type and size." WRCA New York operates it "with more than 3,300 individual participating stores. Of this number," he continued, "55% are independents and cooperatives and 45% are chain stores."

Apparently whatever use was made of this type of merchandising by WABC-AM-TV New York (ABC-owned) in the past, the stations now are not so engaged. The network had no comment as to what extent other ABC stations or affiliates were using in-store merchandising plans.

A canvas of Chicago stations—network and independent—indicated they would not be affected, directly or indirectly, by the FTC decision prohibiting limited in-store plans.

Feature Foods, a pioneer food merchandising organization, which has about a dozen clients among radio and tv stations, pointed out that it offers its services equally to chain and independent stores. The firms stressed that in fact, most of its work is with independent stores.

Spot Radio Racks Up Record First Quarter

National spot radio revenue for the year's first quarter totaled an estimated $46,171,000, or a gain of 4% over the $44,411,000 revenue for the same period of a year ago.

Lawrence Webb, managing director of Station Representatives Assn. which released the figure last week, said the estimate represents the largest first quarter ever recorded for national spot radio business.

Similarly, Radio Advertising Bureau is announcing today (Monday) a first quarter 4% increase for both spot and local radio as compared to the first three months of 1957.

Mr. Webb predicted that if this trend continues, 1958 would prove the best year for national spot radio on record (1957 was the top year in revenue from national spot radio). Last year's total was more than $183.9 million, a 26.5% increase over 1956. Figures released by SRA are based upon reports of members which are audited by Price Waterhouse & Co.

The RAB estimate is based on a 21-man panel of industry executives who are members of RAB's board of directors and plans committee. The panel represents stations in markets of all sizes, stations of various power ratings and a variety of regional economic situations.

The panel, or "jury" as RAB refers to the group of executives, was polled by RAB during a semi-annual meeting. Figures show national spot up 5% and local radio ahead 2.9%. Polling breakdown: national spot—15 estimated spot average a 10.6% increase, five estimated an average decrease of 11%, and one reported no change; local—12 estimated an average 11.6% boost, eight estimated a 9.6% decrease, one reported no change.

We've got Iowa IN ONE PACKAGE!

40 OF AMERICA'S 200 *best* farm counties are in Iowa! They're the cream of American agriculture — help give Iowa farmers an average income of $11,800 per year. Yet NON-agricultural income accounts for 74.5% of Iowa's total!

WHO Radio reaches practically ALL of Iowa's 826,100 rural AND urban families—is *"heard regularly" by more Iowa families than the next four commercial stations combined!*

Unless you have lived or worked in Iowa, you can hardly *imagine* the impact that this unique radio operation has on our entire State. Let PGW *tell* you!

WHO

for Iowa PLUS!

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
Robert H. Harter, Sales Manager

NBC Affiliate

WHO Radio is part of Central Broadcasting Company, which also owns and operates WHO-TV, Des Moines; WOC-TV, Davenport

Peters, Griffin, Woodward, Inc., *National Representatives*

BROADCASTING's One Book Reference Library . . . .

. . . aptly describes the new 1958 BROADCASTING Yearbook & Marketbook to be published this September. For 23 years BROADCASTING has produced a Radio Yearbook (February) and a TV Yearbook (issued in August). This year, in one handy reference volume, both the radio & tv Yearbooks will be merged, fulfilling countless subscriber and buyer demands.

The new Yearbook will have the help of Frank Silvernail, Dean Emeritus of the Timebuyers, who recently retired from BBD&O. As one of the Nation's leading buyers who conservatively placed over $25 million in station time, Frank was a constant user of BROADCASTING Yearbooks. Working closely with our editors, he has suggested changes that will make the 1958 Yearbook a far more valuable tool for buyers of radio & tv.

A few of the many features: (1) radio & tv audiences, their size and composition; (2) radio & tv time sales—by network, spot and local, nationally and by individual markets; (3) market information such as retail sales, households, drug sales, passenger car registrations, food sales—all by counties; (4) analyses of specialized radio programming—foreign language, Negro markets, multiplexing, stereophonic broadcasting; (5) a review of how advertising agencies have grown in radio & tv; plus separate radio and tv station directories and other standard features which have made BROADCASTING YEARBOOKS the most authoritative, closely-read reference work in radio & tv for the past 23 years.

Advertising deadline is July 14 for proofs; July 28, final deadline, no proofs. Regular rates. 16,000 circulation.
Reserve your space today!

Advertising Subverted By 'Gimmickry'—Adams

A no-holds-barred attack on today's role of research in advertising was made Wednesday in Toledo, Ohio, by Charles F. Adams, vice president and Cadillac motor car account supervisor at MacManus, John & Adams, Bloomfield Hills, Mich. Addressing the Advertising Club of Toledo, Mr. Adams noted that "imitation is the sincerest form of suicide," and that "the advertising lookalikes have approached that point of perilous perfection where potshots are being taken at all advertising."

MR. ADAMS

Describing some of the current ads—in print as well as television—Mr. Adams said, "Here is boredom at its best, the most expensive sedatives in the history of communication . . . magnificently produced advertising that does everything but arouse interest in the product that pays the freight." He went on:

"It takes a trained observer to tell whether the product involved is to be eaten, rubbed in the hair, ridden in or smoked. 'Mildness makes the difference' covers everything from chainsaws to toilet tissues . . ."

Advertising today, he asserted, is "beautiful . . . and sterile"; it does nothing for the consumer or the client.

Who is to blame for "this virtual collapse of persuasive power" at a time of economic recession? Mr. Adams blamed "gimmickry" —the "sure thing" that abolishes the "basic insecurity of creativity," ergo saves an advertiser from making the wrong guess. The implementers: "researchers . . . pseudo-scientists . . . head-feelers" [who] "proposed to guarantee the results of advertising." This playing of the "confidence game," Mr. Adams charged, has resulted in "creative men becoming carpenters hammering together mass-produced ingredients. And because the ingredients were mass produced and for sale to any advertiser, the resulting ads became as alike as Sundays in Philadelphia . . . and every bit as stimulating."

"Creativity," said Mr. Adams, "became a dirty word in some agencies and it became fashionable to be known as a marketing agency or a merchandising agency or a motivation research agency. Anything except, God forbid, a creative agency." You cannot force a consumer to want something, noted Mr. Adams. "All the motivational mumbo-jumbo, all the Freud-happy figures assembled since Herr Doktor Dichter was knee high to a couch cannot make the public's taste-buds tingle or its ego pant for a new car. . . . The public just doesn't give a damn how much research went into the preparation nor will it buy blindly to bail the economy out of a slump."

Bring back creativity, he urged, and delegate research to its rightful place ("not as a drunk uses a lamp post . . . but to light the way"); follow the "inspired hunch" as did the Leo Burnett agency with Marlboro. Concluded Mr. Adams: "If creativity is to conquer the head shrinkers, the prime force is not likely to come from 10,000 speakers at 10,000 luncheon clubs . . . but it will come from the man with the bankroll, the client. And I believe the average advertiser is rapidly becoming disenchanted with the sterile, play-it-safe advertising. He is about to lower the boom . . . and high time."

Aiello Goes to MJ&A in July

One of the principal sparkplugs on the Buick Motor Div. account during its long stay at Kudner Agency, New York, will remain instrumental on General Motors Corp. tv advertising. Vincent F. Aiello, a high-echelon Kudner executive who voluntarily took a back seat at the agency following the loss of Buick to McCann-Erickson, is shifting in July to MacManus, John & Adams, Bloomfield Hills, Mich.-New York, in a policymaking post. MJ&A is one of principal GM agencies—servicing both Pontiac and Cadillac auto accounts in addition to GM institutional advertising on NBC-TV's *Wide Wide World*. Officials at MJ&A declined comment on Mr. Aiello's move as did Mr. Aiello himself. Both indicated that an announcement would be "forthcoming." With Kudner since 1944, Mr. Aiello had been executive vice president and copy chief on Goodyear Tire & Rubber, Buick and GM institutional accounts.

BUSINESS BRIEFLY

WHO'S BUYING WHAT, WHERE

TROOPERS RUSHED IN • Falstaff Brewing Corp. has renewed *State Trooper*, MCA-TV film syndication show, in 66 markets for third successive year, through its agency, Dancer-Fitzgerald-Sample, N. Y. MCA Tv Ltd. will go into production immediately for third series of *State Trooper* to meet requests by advertisers for additional half hour shows. New programs will bring to 104 number of segments available for regional and local sponsorship.

OLDSMOBILE SONG • Oldsmobile Div. of General Motors Corp., Detroit, through D. P. Brother & Co., Detroit, will sponsor CBS Radio's *The Patti Page Show* when singer begins Tues.-Sun. series of five-minute programs June 17. Miss Page will be heard Tues.-Fri. 8:25-8:30 p.m.; Sat. and Sun., 7:30-7:35 p.m., and Sun. 8:55-9 p.m.

DAY AND NIGHT • Six new advertisers have ordered schedules on NBC-TV's *Today* and *Tonight* shows: Amity Leather Products Co., West Bend, Ind., for Rolfes leather goods (Edward H. Weiss & Co., Chicago); Liftsavers, N. Y. (Product Services Inc., N. Y.); Firestone Tire & Rubber Co., Akron (Campbell-Ewald, Detroit); RCA-Whirlpool, N. Y. (Kenyon & Eckhardt, N. Y.); American Optical Co., Buffalo, for Cool-Ray sunglasses (Sunderland-Abbott, Buffalo); Fifth Ave. Color Labs, N. Y. (Maxwell Sackheim Inc., N. Y.).

PILLSBURY MILLIONS • Pillsbury Mills Inc., Minneapolis, last week placed 52-week daytime order amounting to more than $2 million in gross revenue on NBC-TV. Purchase calls for sponsorship of alternate-week quarter-hour segment of six daytime weekday programs starting in fall. Agency is Leo Burnett Co., Chicago.

EAGER FOR BEAVER • Miles Labs, Elkhart, Ind., and Ralston Purina Co., St. Louis, will sponsor *Leave It to Beaver* when series moves from CBS-TV to ABC-TV starting Oct. 3 (Fri. 8:30-9 p.m.). Agencies are Geoffrey Wade, Hollywood, for Miles Labs, and Gardner Adv., St. Louis, for RP.

RADIO ROAST • Borden Co. (Rich Roast coffee), N. Y., has launched 12-week campaign on eight radio stations in New York metropolitan area, using 109 one-minute spot announcements per week. Agency: Doherty, Clifford, Steers & Shefield, N. Y.

STEVERINO STAYS • Greyhound Corp. has renewed its sponsorship of NBC-TV's *Steve Allen Show* (Sun. 8-9 p.m.) for 1958-59 season. Agency for Greyhound Corp.: Grey Adv., N. Y.

SUMMER WRAP • Dow Chemical Co. (Saran Wrap), Midland, Mich., currently is conducting 13-week tv spot drive in nine central and eastern U. S. markets, expiring in July. MacManus, John & Adams, Bloomfield Hills, Mich., is agency.

AMERICAN COMBO • Four advertisers have signed to sponsor segments of ABC-TV's *American Bandstand* (Mon.-Fri., 4-5 p.m.). They are Minnesota Mining & Mfg. Co. (Scotch Brand tape), St. Paul, through BBDO, N. Y.; Polk Miller Products Corp. (Sergeant's dog remedies), Richmond, through N. W. Ayer & Son. Phila.; Shulton Inc. (toiletries), Clifton, N. J., through Wesley Assoc., N. Y., and Vick Chemical Co., N. Y., through Morse International Inc., N. Y.

CONTINUALLY CONTINENTAL • Continental Baking Co., N. Y., renewed its sponsorship of *Howdy Doody Show* on NBC-TV, Saturdays, 10-10:30 a.m. for 52 weeks effective June 24. It marks seventh year that Continental Baking will be sponsor of series. Show itself has been on air, first as daily strip, now weekly, for past 10 years. Agency for Continental is Ted Bates & Co., N. Y.

RETURN OF ZORRO • AC Spark Plug Div. of General Motors Corp., Flint, Mich., and Seven-Up Corp., St. Louis, renewed sponsorship of *Zorro* on ABC-TV for fall season (Thurs. 8-8:30 p.m.). AC Spark Plug's agency is D. P. Brother & Co., Detroit, and Seven-Up's, J. Walter Thompson, Chicago.

Give Agencies Voice In Marketing Strategy

Advertising agencies apparently are becoming increasingly conscious of the advertiser's marketing problems and in doing so want to be counted in on marketing plans. The point was emphasized in recent speeches by three advertising executives.

A blunt appeal that advertisers "let their agencies do a full job" was made last week by Harold L. McClinton, president of Reach, McClinton & Co., New York, in an address before the 65th annual meeting of the Canadian Life Insurance Officers Assn. in Quebec. He opined that agencies find it impossible to perform their function when frequently advertisers do not include the agency as "a real part of the marketing team."

Mr. McClinton urged that marketing procedures be brought up to date, that effective marketing strategy be emphasized and the company's advertising director be placed on the "first team." He cited Reach, McClinton's relationship with The Prudential Insurance Co. of America as an example of an effective marketing strategy bearing on insurance sales objectives.

A Cunningham & Walsh executive, May 22, called on advertising companies to bring their agencies into marketing plans.

The agency spokesman was William V. Mulvey, senior vice president, member of the executive committee and of the board. Also speaking at a session of the New York chapter of the American Marketing Assn. was George Frost, vice president and advertising manager of Cannon Mills and chairman of the company's advertising-merchandising-sales committee. Both presented views on how far an agency should go in preparing marketing strategy for its clients.

Mr. Mulvey said the agency should be called on for marketing service because it is a "selling weapon to be used" to keep an edge over competitors, and it is economical for the client. Use of agency marketing services would result in more effective advertising and add a perspective (the agency would render "a most unbiased opinion of industry developments" because it is not hampered by internal company pressures).

Mr. Mulvey said that "if the advertising agent is going to be held responsible—to the point of being canned by the client—for sales failures, then it is important that he have a voice in every phase of the distributional pattern of that product."

Mr. Frost warned advertisers that despite the extent of agency marketing aid, it is still the responsibility of the advertiser and not the agency to make the final decision on the overall marketing plan. He said there is need for spelling out in writing the specific areas of marketing responsibility to be assumed by both the agency and the advertiser.

Accas Joining Grey Media Staff

Gene Accas, vice president in charge of sales development for ABC-TV, has resigned to join Grey Adv., New York, as associate media director, reporting to Larry Deckinger, vice president in charge of media for the agency, effective June 14. Mr. Accas has been with ABC since February 1957, and before that was with Television Bureau of Adv. for a year. Prior to that he was with ABC for a number of years and also served with NBC and Foote, Cone & Belding.

Weekly Radio Audience Up 8% Over Last Year, Nielsen Finds

Rebounding radio business got a new push forward last week.

The A. C. Nielsen Co., in a special report for release today (Monday) said radio's weekly audience is up 8% over a year ago.

The findings were drawn from a special study, made annually by the Nielsen company.

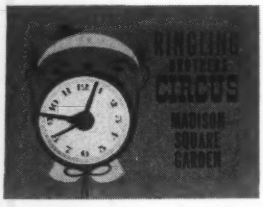
The study showed that during "a typical mid-winter week" this year 89.5% of all U. S. radio homes used their household radio sets. Nielsen said this audience, totaling more than 43.5 million different homes, over 3 million (8%) ahead of the figures for a year ago.

A total of 655 million home-hours of radio listening were recorded during the week, according to the study. Listening was distributed during the day as follows: 40% occurred during the morning hours, 6 a.m. to noon; 34% during the afternoon, from noon to 6 p.m.; 21% during the evening, 6 p.m. to midnight, and 5% after midnight.

The report found that during a single week more than 24 million homes use their radio during the single hour between 8 and 9 p.m. on weekdays. During the evening, the greatest weekly audience is between 6 and 7 p.m., when more than 20 million different homes tune in across the week.

A total of 55% of all in-home listening is done during the weekday (6 a.m. to 6 p.m.), Nielsen reported. Evening listening and listening after midnight account for 26%, while 19% is done during the daytime on weekends.

TELLING TIME AND MAKING MONEY



Last year WRCA-TV New York decided to add "a new wrinkle to an old look" and, as an experiment, started to sell "electronic time signals"—10-second, early-morning station breaks presenting time of day and a commercial.

The experiment's success has prompted a decision to offer the plan to NBC's owned and operated tv stations, more than 100 network affiliates carrying the *Today* show (Mon.-Fri., 7-9 a.m.) and to other affiliates presenting early-morning local programming.

WRCA-TV officials acknowledge the plan is no gold mine, but point out that by June 24, when the first anniversary of the electronic time signal rolls around, the technique will have brought in about $100,000—an overwhelming portion of which is "found money." As of May 1, income totalling $76,200 had been billed by the station $40,750 from advertisers who had never used WRCA-TV.

Peter Affe, director of operations for WRCA-AM-TV, suggested the innovation. He felt 10-second station break announcement within *Today* could be sold as time signal commercials just as was the practice in radio. William Davidson, general manager of WRCA-AM-TV, and Max Buck, sales director, agreed.

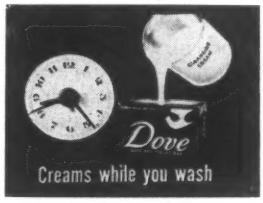
The presentation to agencies and advertisers pointed out that time checks are valuable to working people, the commuter, the housewife and children. It added that

these time signal breaks combine a visual and audio announcement of an advertiser's product plus an actual on-camera clock showing the exact time. The cost of WRCA-TV: an electric clock.

The time signal consists of that clock adapted to a device for use in a tel-optican projector with a card constructed in the same way as any telop. Photographs, art work, hand lettering, hot press and film have been used in presenting the commercial message (see cuts).

The upsurge in business can be gauged by a comparison of station-break time sold before the electronic time signal was introduced (10%) and now (80%). A total of 12 spots are available daily on *Today*. The price to an advertiser is $250 for five station breaks a week, minimum purchase, and $750 for 15 breaks a week, the maximum. Sponsors who have signed up for heavy schedules include Tropicana orange juice (340 spots over 68 weeks), Myomist (260 spots over 52 weeks), Dove soap (130 spots over 26 weeks) and Delta Airlines (435 spots over 41 weeks).

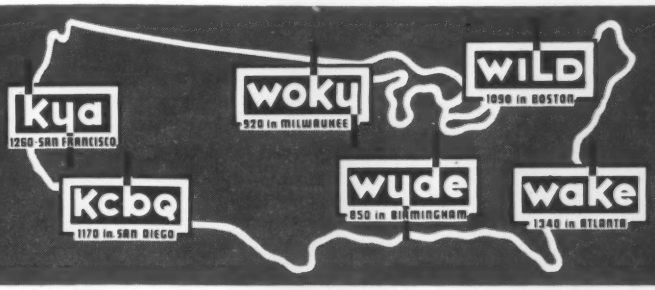
The track record of the electronic time signal plan so impressed P. A. (Buddy) Sugg, vice president of NBC owned stations and NBC Spot Sales, that he recommended other NBC tv stations consider it. A presentation outlining WRCA-TV's experience was mailed to affiliated stations last week.



Successfully reaching **more people** has met only half of Bartell Family Radio objectives. Attracting and holding **more different people** young and old, all over town, in every walk of life — has been a continuing accomplishment. A programing of broad appeal, locally accented, is in the Bartell pattern of audience composition. Here is professionalism based upon more than a decade of scholarship, salesmanship, showmanship. This is

bartell family radio

BARTELL FAMILY RADIO
COAST TO COAST



AMERICA'S **FIRST** RADIO FAMILY SERVING 15 MILLION BUYERS

Sold Nationally by Adam Young, Inc. for WOKY The KATZ Agency

DOES C-P-M MEAN BELLY-BUTTONS?

- **Mayer questions tv research**
- **Author addresses market men**

An awesome challenge was hurled at media researchers last week by an "outsider": when you talk about cost-per-thousand, what are you counting—"belly-buttons?"

The outsider: Martin P. Mayer, author of the best-seller *Madison Avenue, U.S.A.* The insiders: members of the media research discussion group of the American Marketing Assn., hearing Mr. Mayer's talk at a Thursday luncheon in New York.

Mr. Mayer's argument is one of "comparability of units." He contends that while researching his book he was shown numerous C-P-M studies of all media—none of which "contained a hint that these figures dealt with cost-per-thousand of potential customers." Thus, he asked, if media can't tell through such slide-rule findings the makeup of its audience, how can it hope to persuade advertisers that they are getting their money's worth?

MR. MAYER

"This is not a technical question," said Mr. Mayer. "The comparability of units technically is itself a massive problem. But even . . . if you could measure television audiences against outdoor audiences and come up with a scientifically valid analysis, you would still leave a vast area open for the exercise of plain brute judgment."

He explained: "No advertiser seeks audience for its own sake. Bald men by the thousand may wistfully watch your hair tonic commercial but not many of them will buy your product. And those who do cannot be regarded as long-term customers, anyway. The question is not how many do you reach. It is, always and inescapably, whom do you reach."

Mr. Mayer suggested that researchers consider the proposition of breaking down audiences into "abstract categories." The way Mr. Mayer envisions them: (1) The person who believes in the product and uses it (the "most desirable"); (2) the person who doesn't use the product but is ready to try it; (3) the person who has no prejudice either for or against the product and is willing to try something new; (4) the person who uses another brand but who might be convinced to switch; (5) the person who has used the product once but switched to another brand for reasons he himself doesn't know; (6) the person who doesn't use the product at all and who won't spend the money for it; (7) the person who thinks the product is "no good."

This proves, Mr. Mayer felt, that there is no such animal as a "typical consumer." Certainly, he said, a tv advertiser cannot hope to address a "certain specific income group." When a manufacturer sponsors an expensive program or buys a full-page advertisement he is reaching mass and somewhere in that "dense forest" may lurk the person who will buy the product.

ACTIVITY — HOW PEOPLE SPEND THEIR TIME

There were 124,943,000 people in the U. S. over 12 years of age during the week May 18-24. This is how they spent their time:

66.9%	(83,587,000) spent	1,655.9 million hours	WATCHING TELEVISION
56.5%	(70,593,000) spent	993.2 million hours	LISTENING TO RADIO
82.5%	(103,078,000) spent	412.4 million hours	READING NEWSPAPERS
33.1%	(41,356,000) spent	196.0 million hours	READING MAGAZINES
18.8%	(23,489,000) spent	254.6 million hours	WATCHING MOVIES ON TV
26.2%	(32,702,000) spent	134.1 million hours	ATTENDING MOVIES*

These totals, compiled by Sindlinger & Co., Ridley Park, Pa., and published exclusively by BROADCASTING each week, are based on a 48-state, random dispersion sample of 7,000 interviews (1,000 each day). Sindlinger's weekly and quarterly "Activity" report, from which these weekly figures are drawn, furnishes comprehensive breakdowns of these and numerous other categories, and shows the duplicated and unduplicated audiences between each specific medium. Copyright 1958 Sindlinger & Co.

* All figures are average daily tabulations for the week with exception of the "attending movies" category which is a cumulative total for the week. Sindlinger tabulations are available within 2-7 days of the interviewing week.

SINDLINGER'S SET COUNT: As of May 1, Sindlinger data shows: (1) 107,850,000 people over 12 years of age see tv (86.3% of the people in that age group); (2) 41,779,000 U. S. households with tv; (3) 46,019,000 tv sets in use in U. S.

A. C. Nielsen Granted Patent For Instantaneous Audimeter

A patent covering its new tv instantaneous measurement device has been issued to A. C. Nielsen Co.—the most recent in a series of over 40 involving radio-tv audience measurements assigned to the market research organization.

The Nielsen-developed device currently is being tested in "pilot stage operations" at its Chicago headquarters and is being refined for eventual industry use, probably sometime before year's end. It is similar in objective to American Research Bureau's Arbitron, with certain variable features, and is called the Instantaneous Audimeter [ADVERTISERS & AGENCIES, April 7].

The patent (No. 2833859) covers use of the Audimeter for measurement of television audiences at a central point remote from homes being monitored and transmission of telemetering information over leased lines. The device prints total number of homes using tv and total number viewing each program by each minute of the program day. The patent also covers devices for recording data necessary "to make more comprehensive audience studies such as viewing by various market sections, audience flow and other viewing trends required by the industry." It was issued and assigned May 6.

Three New Directors for Bates

Three new directors were elected for one year terms by Ted Bates & Co., New York, it was announced last week by William H. Kearns, president of the agency. They are Edward A. Grey, vice president and director of media; Dan Rodgers, vice president and account group supervisor, and Allen M. Whitlock, vice president and account group supervisor. Mr. Grey and Mr. Rodgers have been with the agency for three and a half years, Mr. Whitlock for eight.

Klau-Van Pietersom-Dunlap Takes Over Chicago Agency

Klau-Van Pietersom-Dunlap Inc., Milwaukee agency specializing in agricultural accounts, will absorb facilities and personnel of Critchfield & Co., with the latter agency becoming its Chicago office. The move becomes effective this week. Among Critchfield's 20-plus accounts are such radio clients as Allgauer Restaurants, Chicago Federal Savings & Loan Assn. and Crow's Hybrid Corn Co. with agency billings of over $2 million. Klau-Van Pietersom-Dunlap bills an estimated $10 million. As part of the consolidation, Edward Nesbitt, president and owner of Critchfield, will serve as consultant and Charles Nesbitt, executive vice president, becomes Chicago office manager.

'Challenge' Over After Summer

The fate of Revlon's *The $64,000 Challenge* apparently has been resolved, with the show—now seen Sundays, 10-10:30 p.m.—slated to leave CBS-TV the end of this summer. In its place, Revlon hopes to schedule *The $64,000 Question*, alternate sponsor P. Lorillard Co. willing. (Lorillard had expressed great interest in *The Magnificent Montague* with Vivienne Segal, but Revlon declined to stamp its approval.) Though deprived of *Question's* long-time Tues., 10-10:30 p.m. berth on CBS-TV by next season's scheduling of the new *Garry Moore Show* (10-11 p.m.), Revlon has signed to sponsor the 10-10:30 half of the program.

UPR59
(ROUNDUPS AND REGULAR)
(WIRE SERVICE DEAL)

NEW YORK--THE UNITED PRESS ASSOCIATIONS AND INTERNATIONAL NEWS SERVICE JOINED FORCES TODAY AROUND THE WORLD IN THE CREATION OF A SINGLE NEWS AGENCY NAMED "UNITED PRESS INTERNATIONAL."

THIS IS THE FIRST DISPATCH OF THE NEW SERVICE WHICH WILL EMBRACE THE LARGEST NUMBER OF NEWSPAPER AND RADIO CLIENTS EVER SERVED SIMULTANEOUSLY BY AN INDEPENDENTLY OPERATED NEWS AND PICTURE AGENCY.

AGREEMENTS COVERING THE CONSOLIDATION OF SERVICES WERE SIGNED BY BOTH SIDES ON MAY 16TH, AND THE ANNOUNCEMENT WAS DELAYED UNTIL THE PHYSI[illegible]OULD BE WORKED OUT.

[illegible]RESS, WILL BE PRESIDENT OF THE [illegible]OF INTERNATIONAL NEWS [illegible]

[illegible]S OF TRANSMITTING BOTH NEWS [illegible]C PROCESSES."

[illegible] AND WILL REINFORCE THE [illegible]OHNSON, VICE PRESIDENT [illegible]

[illegible]. SCRIPPS TO INSURE THAT [illegible]SPAPER OR ANY PERSON [illegible]AN ADEQUATE NATIONAL AND [illegible]

[illegible]LLIAM RANDOLPH HEARST FOR [illegible]ING THE ORGANIZATION OF [illegible]ED FOR ITS NEWS ENTERPRISE [illegible]ORTANT WORLD-WIDE EVENTS.

[illegible] PUTTING THE COMPLEX GLOBAL NEWS SYSTEMS OF THE TWO ORGANIZATIONS INTO ONE EFFECTIVE TRANSMISSION NETWORK HAS BEEN UNDER WAY SINCE SEPTEMBER OF 1957. THE PLAN WAS EVOLVED BY FRANK H. BARTHOLOMEW AND LEROY KELLER FROM THE UNITED PRESS AND J.D. GORTATOWSKY AND KINGSBURY SMITH FROM THE INTERNATIONAL NEWS SERVICE.

HR1044ACDT5/24

UPI

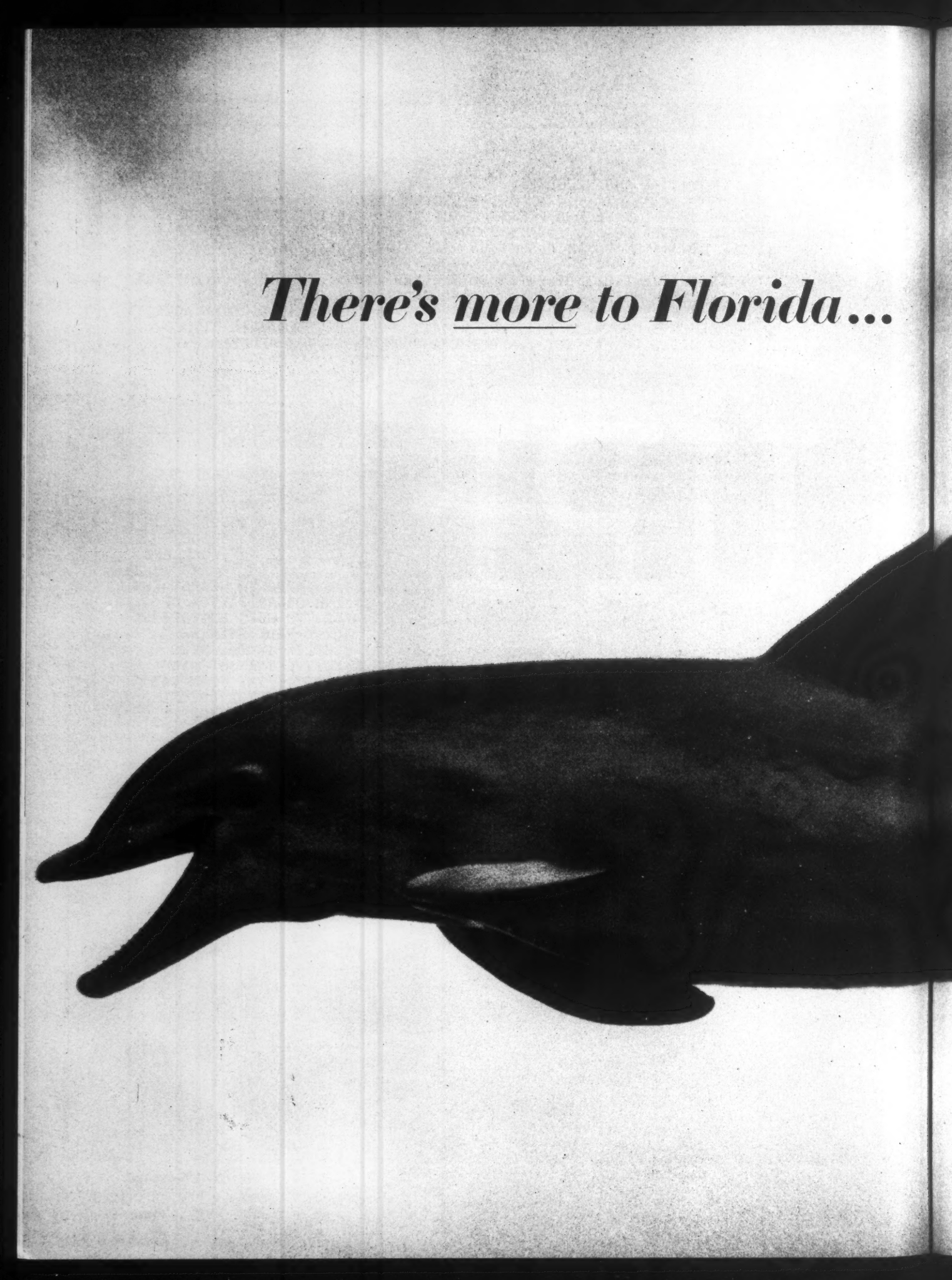
This is the historic first dispatch of United Press International.

It marks the start of operations by the greatest independent news agency, combining the forces and facilities of United Press Associations and International News Service.

The UPI logotype represents objective, thorough, and enterprising reporting, by word and picture, throughout the world today.

United 1 Press International

U·P·I NEWS PRODUCES


There's more to Florida...

Streamlined diesel locomotives hauling tons of freight and passengers are an even more familiar sight today than Florida's abundant marine life, especially in the Jacksonville area. Rail center of the Southeast, Jacksonville is terminus for two railroads and the site of General Motors' big diesel plant. The Atlantic Coast Line Railroad is soon to move its entire 1,350-man headquarters here.

and to WMBR-TV!

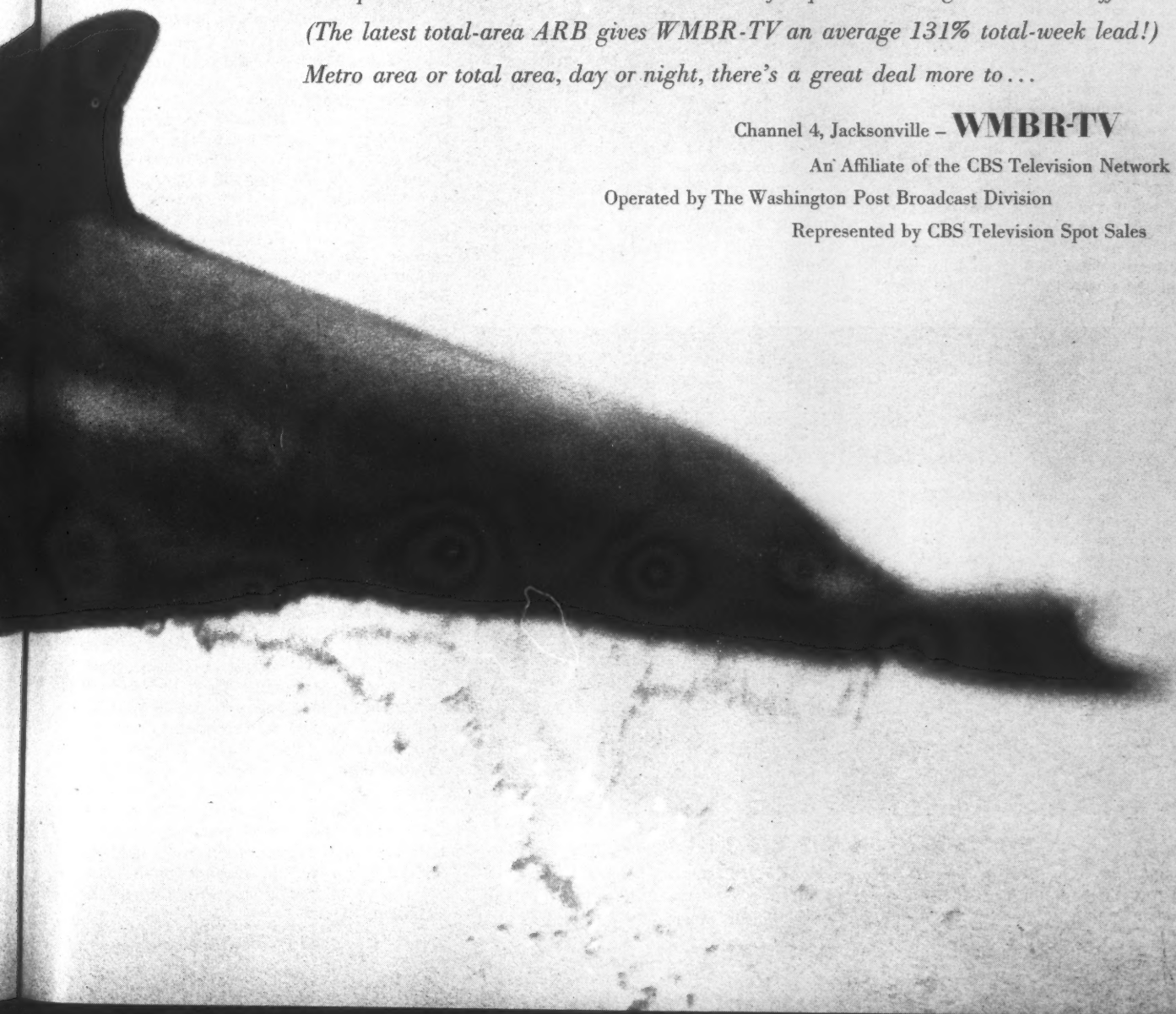
Amid Jacksonville's widespread expansion, WMBR-TV continues to maintain its clear-cut television leadership. The latest ARB, the March metro area study, gives WMBR-TV an 86% lead over the competition during nighttime viewing hours and a 54% lead for the total week. WMBR-TV has 22 of the top 25 weekly evening shows, 20 of the top 25 daytime programs... and is first in 334 out of 480 quarter-hours. And that's only in the metropolitan area, where WMBR-TV's vastly-superior coverage makes no difference. (The latest total-area ARB gives WMBR-TV an average 131% total-week lead!) Metro area or total area, day or night, there's a great deal more to...

Channel 4, Jacksonville – **WMBR-TV**

An Affiliate of the CBS Television Network

Operated by The Washington Post Broadcast Division

Represented by CBS Television Spot Sales



Two show businesses get together as radio-tv boosts Ice Capades sales

Radio and tv are great entertainment media, as everybody in show business will readily admit. No one in advertising will argue that the broadcast media are not great advertising media. Yet, when it comes to advertising show business, radio and tv have traditionally been relegated to the back row, well behind print media.

This seemed all wrong to George Irwin, vice president of Heintz & Co., Los Angeles, account supervisor of advertising for Ice Capades, and to John Thackaberry, account executive for this touring ice show. In the past, advertising for the traveling ice attraction has been divided among newspapers, car cards, radio and tv. But last year the Heintz executive persuaded John Harris, owner of Ice Capades, and Jack Sidney, advertising and publicity director for the show, to change that formula and put the emphasis on radio and tv.

The new approach was first tested in Boston. The results were sensational: seat sales increased one-third; gross revenue was up $180,000 over the Ice Capades' visit to Boston the previous year. Obviously, the prescription was more of the same for the Los Angeles run.

So, in January, the Heintz executives called on the radio and tv stations in Los Angeles, told them that Ice Capades was to open in that city April 30 but that its 1958 stay would be only 2½ weeks instead of the usual four weeks. Again departing from tradition, they did not tell the stations how much money they had to spend but asked them "What will it take for you to sell out the house for this limited run?"

"The reaction was great," Mr. Thackaberry said last week. "The stations gave us elaborate proposals, listed scores of availabilities, suggested planned program positions for our spots, offered merchandising and publicity tie-ins, reported on ratings and successful use of similar plans by other advertisers. They couldn't have been more helpful."

Responding in kind, the agency men didn't haggle. In virtually every instance, the station's proposal was either accepted in full or turned down. Time for Ice Capades was placed on tv stations KABC-TV, KNXT, KTLA and KTTV. In radio, KDAY, KFAC, KGIL, KMPC, KNX and KWKW were used.

Heavy emphasis was put on 10-second ID's in both radio and tv, starting April 7 and building to a peak during the week preceding the April 30 opening and the first week of the Los Angeles run, then tapering off to May 11. By then, the advertising had done its job. The last week of the run, which ended May 18, was virtually sold out before it commenced.

"We used spots as short as seven seconds and as long as full minutes," Mr. Thackaberry said, "but we used shorter ones most in the belief that Ice Capades was well known to the Los Angeles public and that our main job was to announce that Ice Capades was coming to town April 30 and that it was staying for only 2½ weeks, the shortest Los Angeles run in Ice Capades history. This was the theme of every announcement."

Supporting the spot campaign, the stations all broadcast interviews with Ice Capades stars, conducted contests with tickets to the Ice Capades as prizes. One of the most successful contests was that of KNX, whose morning disc jockey, Bob Crane, asked listeners to write their names on postcards and send them to the station for a chance to win an Amana food freezer. More than 10,000 responded. Each day he broadcast a mystery jingle with clues to an object frozen in the freezer, then telephoned the writers of cards picked at random until the object was identified as the coif worn by Bette Davis, now narrator of a daytime serial on KNX-CBS, in her movie portrayal of Queen Elizabeth I. Calls were made through the entire KNX broadcast day; each person called got two tickets to Ice Capades in addition to a chance to guess at the mystery object.

In addition, Mr. Crane, his wife and their son learned to ice skate in the weeks preceding April 30, their progress being fully reported on his morning programs. (KNX's outstanding promotion for Ice Capades can be attributed (1) to the opportunity to build audience for Bob Crane, a comparatively recent arrival at the station, and (2) to the fact that KNX received about 25% of the Ice Capades' total broadcast appropriation.)

The Cranes demonstrated their new skating skill on May 1, "second premiere night" of Ice Capades, during a special half-hour program put on by radio and tv stars before the regular Ice Capades performance. KTLA's remote unit picked up the broadcast talent show and put it on the air for the home tv audience. KTTV also did a remote telecast from Ice Capades on opening night. "All the stations cooperated wonderfully with special promotions of one kind and another," Mr. Thackaberry reported. "They all helped make the campaign the big success it was." He cited, among others, the promotion Spanish-language KWKW gave the Carmen ice ballet, top spectacle of the Ice Capades performance, to effect an unusually large sale of tickets to the city's Latin American population.

In cold figures, Ice Capades' 1958 Los Angeles broadcast budget was virtually doubled over 1957, while the print media received about the same each year.

The results: ticket sales for this year's 28 performances topped those for last year's 35 performances by 25%. (Final dollar figures are not yet tabulated.)

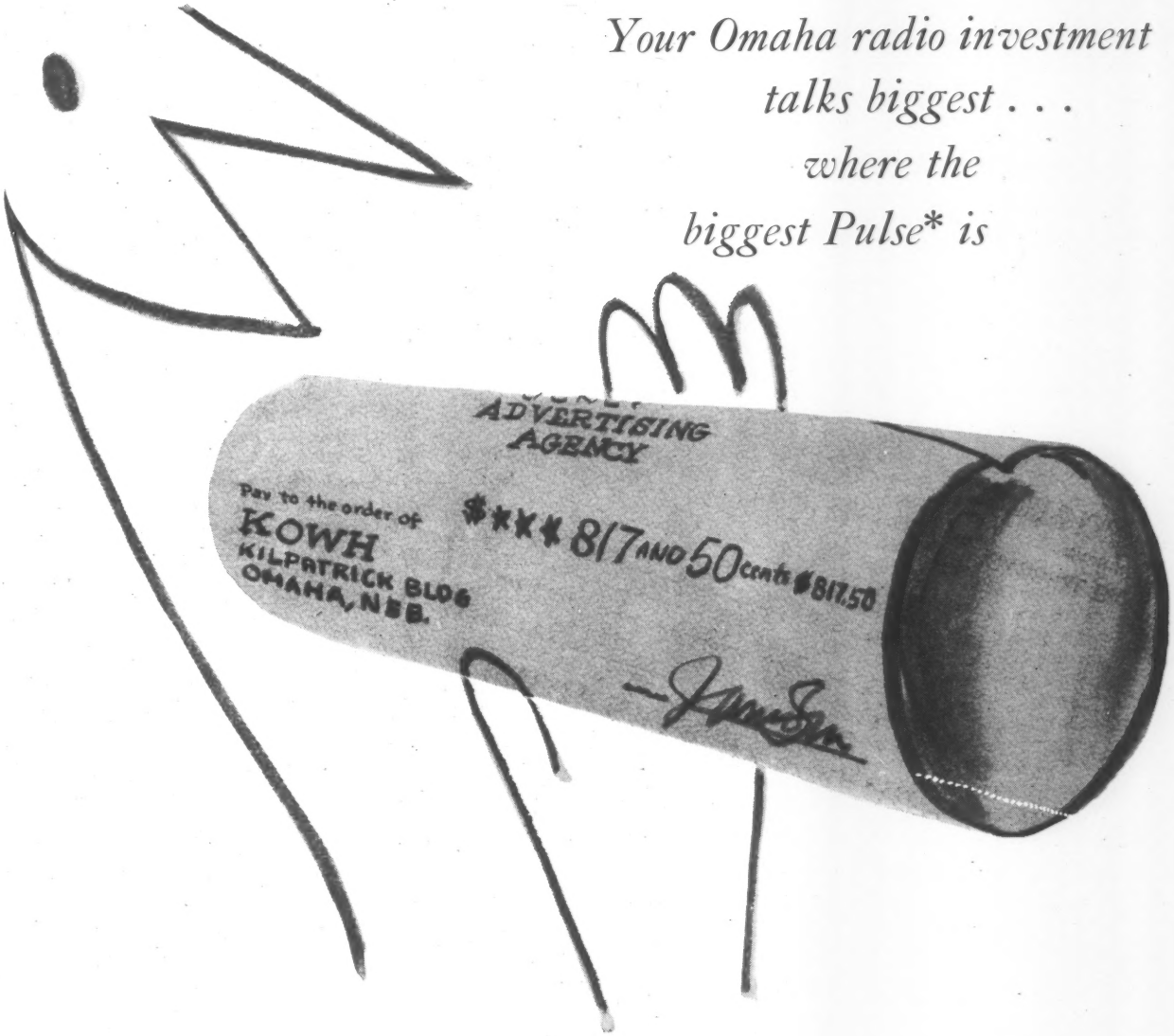
EVERYBODY'S IN THE ACT IN L.A.

. . . and the sponsor likes it. John Harris, owner of the Ice Capades, is obviously pleased with the ticket response to such stunts as the family act put on by the Bob Cranes in conjunction with the radio-tv campaign in that city (see story).

Lambert & Feasley Gets Hudnut

Warner-Lambert Pharmaceutical Co. and Sullivan, Stauffer, Colwell & Bayles, New York, have announced that by mutual agreement Hudnut hair preparation brands, now being handled by the agency, will go to Lambert & Feasley. The shift will be effective Aug. 1. SSC&B, however, will continue to serve Warner-Lambert as marketing consultant on new products as they are developed in research. Hudnut hair preparations has had a budget of nearly $2 million. SSC&B had served the account for the past year; prior to that it was with Kenyon & Eckhardt.

Your Omaha radio investment talks biggest . . . where the biggest Pulse is*



New Pulse? Old Story! KOWH is first a.m.; first p.m.; first all day! 7.9 average Pulse! 32 out of 40 first place quarter hours! Thus KOWH continues to dominate Omaha's radio day, just as it has for almost 8 years.

The reasons: Programs and personalities that get through to people.

Audiences aren't the only ones who turn to KOWH. Advertisers do too. Good coverage, too, on 660 kc. Check with Adam Young or KOWH General Manager Virgil Sharpe.

**March, 1958 Pulse*

KOWH OMAHA

Represented by Adam Young Inc.

SCRANTON BUYS ROACH STOCK

- **Price reportedly in excess of $15.5 million**
- **Tv production firm to operate as wholly-owned subsidiary**

The purchase of all outstanding stock of Hal Roach Studios, Culver City, Calif., by the Scranton Corp., Scranton, Pa., was announced last week at a news conference in New York by Alexander L. Guterma, board chairman of the F. L. Jacobs Co., Detroit, major stockholder of the Scranton Corp.; Harold Megargel, president of Scranton, and Hal Roach Jr.

Purchase price was not divulged but Mr. Roach said it would be "in excess of $15.5 million." He added that he could not make the figure more specific because there were numerous legal ramifications that could not be explored at this time. It is believed that Mr. Roach will receive a certain sum of cash, long-term notes, participation in sales and a substantial stock interest in the Scranton Corp. as his share of the transaction. Mr. Roach places a value of $12.5 million on the physical plant of the Hal Roach Studios alone.

As a result of the acquisition, Hal Roach Studios will be operated as a wholly-owned subsidiary of Scranton Corp. Mr. Roach will continue as president and executive producer of this division and will join Scranton as a member of its board of directors. He revealed he has a five-year contract with the new owners, plus options to renew the agreement.

In turn, Scranton will receive all the properties belonging to the Roach organization, comprising the 18-acre studios in Culver City, all existing tv and motion picture properties and the entire film library of the company.

Mr. Guterma reported that present plans call for major expansion of Hal Roach Studios activities in new fields and said the acquisition by the Scranton Corp. will provide additional capital for such expansion moves. These will include an increase in the present schedules of production of films for tv and feature-length motion pictures for theatre distribution, including production activity in Paris and London. Plans also encompass the setting up of a national distributing organization for tv films.

Hal Roach Studios was organized in 1921 and under the supervision of Hal Roach Sr. produced more than 600 features, short subjects and comedy films until 1942 when the U.S. Army leased the property. In 1948, the studios converted to tv film production exclusively and in 1955 Hal Roach Jr. acquired ownership.

The Roach tv film properties include *Oh! Susanna, The Stu Erwin Show, Racket Squad, My Little Margie, Public Defender, Passport to Danger, Screen Directors Playhouse, Code 3, The Charlie Farrell Show, Blondie, Telephone Time* and *Love That Jill.*

In addition to the film series produced especially for television, Roach motion picture properties syndicated to tv include the "Our Gang" comedies released to tv as *Little Rascals,* the Laurel and Hardy and Charlie Chase comedy short subjects, plus a limited group of feature films. The company also has developed 10 new tv film series which it is hoping to sell to networks or stations.

The huge backlog of tv films and motion picture product released to tv by Roach gave rise to speculation that one reason for the vagueness about the sales price is that at present a definite value cannot be assigned to the product because much of it is re-run film, depreciation value of the product is uncertain and the ultimate sales results are not predictable.

Mr. Guterma said the move is in line with diversification plans of Scranton and F. L. Jacobs. Scranton, he explained, is a local manufacturer primarily but also is active in the manufacture of electronic parts and tents. F. L. Jacobs is an automobile parts manufacturer and recently acquired symphonic Electronics Corp., manufacturer of conventional and high fidelity phonographs.

ACQUISITION *of all outstanding stock in the Hal Roach Studios, Culver City, Calif., by the Scranton Corp. was announced by (l to r) Alexander L. Guterma, president and board chairman of the F. L. Jacobs Co. (major stockholder of Scranton); Hal Roach Jr., president of Hal Roach Studios, and Garland L. Culpepper, vice president of the Scranton Corp.*

Gross sales of Scranton Corp. in 1957 amounted to about $7 million and the company reported a loss of about $360,000. Gross volume of business by Roach in 1957 was about $10 million, and, according to Mr. Roach, the company operated "very much in the black." F. L. Jacobs' gross volume in 1957 approximated $50 million and the company "operated at a profit," according to Mr. Guterma.

Paramount to Enter Tv With New Space Series

Jim Schulke, vice president and general manager of Paramount Sunset Corp., has announced that Paramount will enter the television production field with a series entitled *The Conquest of Space.* The format will be a space fiction documentary, which will look back to the present era from a half-century in the future.

Paramount plans call for 39 half-hour films for the first year, starting with an orbiting space-wheel satellite launched by the U. S. The man on the satellite will travel to the moon to establish a space station. The second year of the series calls for space men's trips to Mars and Venus and the third year, the establishment of a space station on Mars.

Rip Van Ronkel, writer of "Destination Moon" screenplay, is working on *Conquest of Space.* The series will be filmed at Paramount Sunset Studio.

Mr. Schulke plans to go to New York early this month with a pilot of the series to confer with networks and potential sponsors. "If the expected sale is not made, Paramount will still go ahead with the series," Mr. Schulke said.

He added that Paramount had been promised the technical aid and cooperation of the Air Force in all details and that "there probably won't be anything shown during the first year that won't actually happen within the next 25."

Film Producers Assn. Contracts For Videotape Jurisdiction

The Film Producers Assn. of New York announced last week that agreement has been reached with the International Alliance of Theatrical Stage Employes concerning jurisdiction over videotape. A dispute over videotape led 5,000 members of IATSE to conduct a one-day strike against FPA on May 5 [PERSONNEL RELATIONS, May 12].

Though IATSE always had jurisdiction over videotape in contracts with FPA members, the dispute arose primarily over IATSE's insistence for protection in the event that producers sub-contracted videotape work to companies that may not have a contract with IATSE or if producers established subsidiary companies. The settlement reached provides that producers shall subcontract only to firms who hold IATSE contracts, "except where there are no such subcontractors available to offer services at competitive prices." FPA also agreed to grant tape jurisdiction to IATSE in the event producers establish subsidiary companies. FPA stipulated, however, that if an FPA member sells his firm to a company holding a contract with a union other than IATSE, IATSE will have no right to jurisdiction.

The terms of the agreement have been incorporated into a basic contract which takes effect as of May 22 and expires on Dec. 31, 1960. It also provides for a trial period until Dec. 31, 1959 during which producers and various union crafts will work together to determine rates and working conditions to apply in the industry.

FPA, which consists of leading producers in New York of tv film commercials and industrial films, has two members with VTR equipment. They are Elliot, Unger & Elliot Inc. and Filmways Inc. Six other producers plan to install equipment "as soon as is practicable."

The BIG difference in Philadelphia radio is.....

WPEN is the only Philadelphia radio station presenting LIVE TALENT 24 hours a day, 7 days a week. Listeners tune to enjoy the TALENT just as much as to listen to the music.

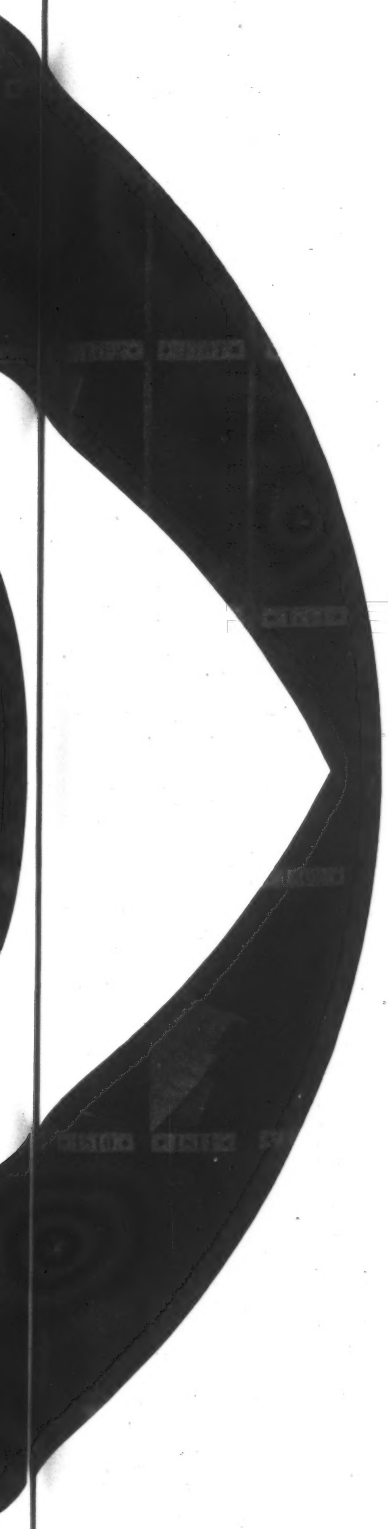
The WPEN entertainers are in constant demand for store openings and business celebrations. They make continuous personal appearances—they are a real part of Philadelphia.

WPEN is proud of its ratings, coverage, cost per thousand, merchandising services and promotion. But the BIG difference in Philadelphia radio is TALENT . . . that sells.

Represented nationally by **Gill-Perna**

New York, Chicago, Los Angeles, San Francisco, Boston

* *December Bride, Dick Powell's Zane Grey Theatre and the Danny Thomas Show, which has been in the Top Ten ever since it moved to the CBS Television Network.*
** *The Ann Sothern Show.*



No one in the food business does more advertising than General Foods. No one in the food business uses more television. And no one in the food business has more customers.

For the past six years General Foods has consistently placed most of its television advertising on the CBS Television Network—where this season it presented three of the most popular nighttime programs.* *Each of these programs attracted a weekly average of more than 30 million people.* Combined, they brought General Foods 235 million advertising impressions a week through the October-April season.

Next season General Foods will add a fourth program** to this nighttime schedule. Its reasoning is simple and direct: The more people reached as potential customers, the better its chances for sales. Television offers the biggest potential audience, so television gets the biggest share of the company's advertising dollar.

And since the television audience keeps on growing each year, it is only natural that General Foods' investment should grow too.

Like General Foods, other leading advertisers such as Westinghouse, U. S. Steel, Prudential, Procter & Gamble and General Motors' Delco Division will also profit by the expanding television audience. They have joined an impressive wave of renewals on the network which for 68 consecutive Nielsen Reports has provided the largest nationwide audiences in advertising.

CBS TELEVISION NETWORK

General Foods asks for a fourth helping

FOUND: QUALITY NEWSFILM SOUND THROUGH OXIDE STRIPING METHOD

A thin stripe of iron oxide along one edge of regular 16 mm movie film is slowly revolutionizing the television newsfilm business. It is a kind of "magnetic tape" sound track applied to the film, resulting in "live" quality sound in contrast to the "rain barrel" effect found in some newsreel clips using the traditional but lesser-quality photographic sound track.

There hasn't been much talk about this significant development because of the slow pace of introduction among tv station and other users who must adapt existing equipment and procedures and because of the highly technical nature of the innovation. There is also an element of slight extra cost, ranging from 1½ to 2½ cents per foot for the striping.

But CBS Newsfilm, under the direction of Manager Howard L. Kany, has come up with a key unit of equipment which may well be the turning point for wider acceptance of the magnetic stripe and the distinctly higher quality sound film it makes possible. This equipment is a continuous contact film printer, designed and produced under the supervision of R. C. Rheineck, CBS Newsfilm chief engineer. This equipment, now at Du Art Labs., CBS Newsfilm processing plant in New York (see picture), permits the production of syndication prints involving magnetic stripe in a single operation and in the same fast time as ordinary photographic sound prints.

The printer is the only one of its kind but it soon will be duplicated in other CBS Newsfilm distribution centers at Washington, Chicago and Los Angeles, and later Seattle and St. Louis. The printer licks the one major bottleneck in newsfilm, especially syndication: the element of time.

The magnetic stripe offers several factors which enhance the quality of the sound track over the optical system. These include improved frequency response, greater signal-to-noise ratio and lower harmonic distortion. Magnetic stripe in addition provides the operational advantage of permitting the camera crew to monitor the pickup during filming and to adjust sound controls immediately. There is also some reduction in size and weight of gear the camera crew must carry on any assignment.

CBS News began practical use of magnetic stripe in November 1956 in footage for *Douglas Edwards With the News*. CBS-TV Network use has expanded since then. CBS Newsfilm, which syndicates a minimum of 60 stories weekly to 109 stations in the U. S. and 16 foreign countries, shipped its first optical prints made from magnetic stripe originals earlier this year, the first story being Secretary of Agriculture Ezra Benson's April 24 news conference. About 40% of all footage now is being shot with magnetic stripe and is expected to hit 100% by the end of the year, Mr. Kany predicted. Conversion of existing camera gear and acquisition of new gear with magnetic heads included is underway.

NBC-TV, which does not have the print problem since it is not involved in syndication, also has been converting to magnetic stripe sound tracks over the past year and about 80% of all news footage is in the newer medium. NBC-TV has installed new projectors in New York, Washington, Chicago and Los Angeles to handle the film and is converting and acquiring new film camera equipment. NBC syndicated its news films for six years, dropping out of this phase in 1953.

ABC-TV does not have its own news film crews like CBS and NBC, instead retaining INS-Telenews as basic supplier. Produced by Hearst Metrotone, Telenews uses the photographic sound system but has been considering magnetic stripe and will supply it when there is sufficient demand, according to Manager Robert H. Reed. A limited amount of footage for foreign consumption is supplied in magnetic stripe to permit language voice dubbing. Telenews' New York processor, Deluxe Labs., which handles magnetic stripe in the theatrical field, explained it must still use a double process to produce magnetic stripe prints.

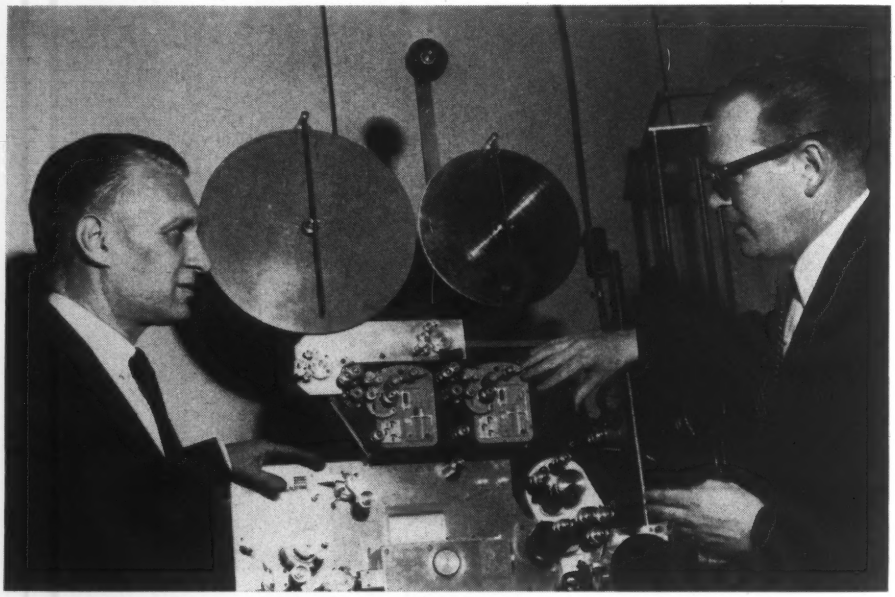
Telenews entered tv news syndication in 1948 and now serves over 100 stations in the U. S. and some 20 foreign markets.

UP Movietone, which has been syndicating to tv since 1951 and supplies 94 stations domestically and abroad, sees the photographic system long entrenched as far as syndication is concerned but will go magnetic "when the users want it." Since all stations can project optical sound and very few can handle magnetic, UP feels any big demand for magnetic is still a long way in the future. Even foreign-language users of UP Movietone are not asking for magnetic stripe, content to voice-in live over film the local dialect, rather than use dubbing.

The principal projector makers, RCA, Eastman Kodak and Bell & Howell, are reported making magnetic adaptors available to tv stations for their existing equipment and CBS engineers say the conversion job is fairly simple and can be handled by station personnel.

Why does "rain barrel" sound occur in some news films using photographic sound and not in theatrical movies or feature news films using the same process? The difference is that spot news films, because of the precious time element, are shot by "single system" whereas the higher quality theatrical and feature films are done by the much slower "double system." In the single system, both the picture and accompanying sound track are captured on one piece of film simultaneously. Only one film needs to be processed and only a single step is required to make a print.

However, the quality of the sound track may suffer since development of the negative and the making of the print is keyed to production of the best quality of picture. In spot news situations, both the lighting conditions and sound pickup conditions are highly variable and require different processing treatment to achieve the optimum. With both portions on the same piece of film, meeting the demands of both variables is difficult. Under the double system two films are used, one for picture, one for sound, and the variables can be closely con-



HOWARD L. KANY *(left), manager of newsfilm, CBS News, nearns from inventor R. C. Rheineck, chief engineer, CBS News, how this custom-built prototype of a magnetic stripe film printer operates at Du Art Film Labs., New York. Mr. Rheineck's right hand is pointing to assembly which makes magnetic print directly from magnetic original (both film picture and magnetic sound stripe). Assembly below this makes regular optical sound-and-picture print from magnetic original.*

KNOWLEDGE.

Knowledge and speed guide the surgeon's hand.

In our fast-moving field, too, knowledgeable decisions frequently must be made quickly.

That's why . . . when we give you facts . . . we're careful to make them accurate, complete and pertinent. And, whenever possible, get them to you fast while they still have meaning and application.

AVERY-KNODEL
INCORPORATED

NEW YORK ATLANTA DALLAS DETROIT SAN FRANCISCO LOS ANGELES CHICAGO SEATTLE

MOVIE PR'S UTOPIA

Critics of the "cuffo plug" for Hollywood films on U. S. television would be dismayed to learn of the hunger of European tv station executives for just that kind of programming, according to Roger H. Lewis, United Artists Corp. national advertising director. Mr. Lewis, who returned May 19 from a two-week survey of tv stations in France, Italy, Spain, Great Britain and Germany, noted that where U. S. stations are clamping down on using Hollywood-produced promotion shorts, the budding tv industry in Europe is "hot" for anything that the Hollywood publicity machines grind out in way of promotion films and personal interviews of stars. But he admits that "this can't last." Predicts Mr. Lewis: just as soon as tv stations abroad accelerate programming content, they will begin rejecting the "puff" that now serves the vital purpose of filling airtime.

trolled. Double system product usually comes out of studio production anyway, further assuring complete overall quality.

With magnetic stripe, the whole photographic attention can be devoted to production of the highest quality picture, since the sound portion can be monitored as it goes onto the tape portion, inherently a better medium for the sound track to begin with. Even theatrical production is swinging to magnetic, but still under the double system.

Lack of a single system printer which would produce optical and/or magnetic prints from magnetic negatives has been the stumbling block to the use of magnetic in tv syndication. The CBS Newsfilm invention licks this problem. What formerly required days to produce enough syndication prints can now be done within hours or minutes, just as the present photographic system.

CBS Newsfilm, through Mr. Rheineck's department, took a Bell & Howell model continuous film printer and had the film equipment manufacturer's Chicago office design to specifications an additional unit which would print a magnetic positive print from the original magnetic negative. Then a second unit was added, designed to specifications by J. M. Developments Inc., New York, which produces a positive print with regular photographic sound, without loss of sound quality, directly from the original magnetic negative. This composite unit, under development by Mr. Rheineck and his staff since 1955, now is in regular operation at Du Art Labs, making both types of prints in one fast operation. J. M. Developments is headed by John Maurer, former camera manufacturer.

Mr. Kany said the magnetic stripe means "high fidelity" has arrived in the news film field and is as significant a development as the long playing record was over the old phonograph.

Reverse Stock Split Sought by C & C Tv

C & C Television Corp., New York, will ask stockholders at a special meeting June 17 to approve proposals for a one-for-ten reverse stock split and for reduction in the authorized share of stock from 10 million to 3 million. If approved, the transaction will have the end result of authorizing the company to raise an extra $2 million in stock sales.

A spokesman explained that the par value of stock now outstanding is 10 cents per share or a total amounting to $1 million. The stock has been selling at $1 per share on the American Stock Exchange in recent months, and, according to the company spokesman, the exchange initiated the one-for-ten reverse split. This means that if the plan is approved, there will be one million shares outstanding at $1 a share. If the second proposal is passed, C & C would be authorized to add an extra 2 million shares at $1 per share. The spokesman stressed the company merely is seeking the authorization but has made no immediate decision to make the added two million shares available for sale.

Stockholders also will be asked to change the name of the company from C & C Television Corp. to Television Industries Inc. in order to "reflect more accurately the purpose of the company." C & C Tv owns the RKO library of feature films and other motion pictures, which it makes available to stations in exchange for time. The time is sold to International Latex Corp. under terms of a five-year agreement which reimburses C & C in the amount of an estimated $20 million over that period. C & C recently acquired control of Hazel Bishop Inc.

In its annual report mailed to stockholders, C & C Tv reported a new income from television operations in 1957 of $937,323 but a combined net loss from the year of $205,257. The loss took into consideration the operation on non-tv subsidiaries which were transferred to National Phoenix Industries Inc. under a reorganization dated July 31, 1957.

It was explained that up to last July, a company called C & C Super Corp. was in existence, which consisted of C & C Television Corp. and National Phoenix Corp., the latter composed of Lorraine Mfg. & Power Products and Nedick's Inc. Last July 31, C & C Super stockholders voted to spin off National Phoenix Industries and establish a new company for television activities, C & C Television. The spokesman explained that it was the deficit operation of Phoenix Industries for the first seven months of 1957 that resulted in the combined net loss shown by C & C Tv for 1957.

Stereotoons Formed to Produce Three Dimensional Animations

Stereotoons, a new company specializing in the production of three-dimensional animated motion pictures for tv and theatres, has been formed by Don Hillary, retiring business agent for Motion Picture Screen Cartoonists, IATSE Local 839, Hollywood. Stereotoons is at 1546 No. Highland Ave., Hollywood; telephone: Hollywood 3-2326.

Associated with Mr. Hillary in the new company are Dave Fleischer, veteran producer-director of such animated films as the Betty Boop and Popeye series, and Jack Paar, a Disney animator for 19 years.

The company's first production, a 20-second public service tv film, is now being distributed to tv stations by mental health groups across the country. A theatrical short film, "Li'l Pedro and Tasty Taco," will be premiered in June in 36 Arizona theatres.

NTA to Extend Trade Ads On Fall Programming Plans

National Telefilm Assoc., New York has reported that its advertising campaign on behalf of the NTA Film Network has been "so well received" that the effort will be extended two more weeks. Originally the campaign in consumer and trade publications was scheduled to cover 11 advertisements in a three-week period. It is being lengthened to encompass 14 advertisements over five weeks and will involve expenditures of about $200,000.

The decision is said to have resulted from "favorable response to the impact created by the campaign among advertising agencies and advertisers," which are now receiving full-scale presentations on the network's fall programming plans. The campaign was conceived by Kermit Kahn, director of advertising for the NTA Film Network and Ely Landau, board chairman, in association with Moss Assoc. Inc., New York, the company's advertising agency.

UPA Inaugurates Friendly Pitch: Open Houses, Seminars to Order

UPA Pictures Inc. this week will begin "telling" advertising agencies that there's more to commercial animation than merely to illustrate the Piel Bros.—Bert and Harry—two of UPA's "clients."

At the request of agencies, UPA will conduct "seminar screenings," bicycling around town, as it were, flying squads of UPA people helmed by a studio producer. The UPA "team" will show five or six reels of animated film, cartoons and commercials, then answer any and all questions posed to it by attending agency personnel. One major agency, Compton Adv., already has requested two such seminars for its executives.

Furthermore, UPA will hold "open house" each Wednesday afternoon at 5 p.m. at its New York headquarters, 60 E. 56th St., for all "communications workers" interested in seeing what animation is all about and how best it can be used for selling purposes. The screenings will be accompanied by late afternoon coffee.

Both programs are under the direct supervision of Paul Garrison, transferred from Burbank to take over the sales operations of the New York office. He succeeds Eli Feldman, who resigned a fortnight ago to become vice president of sales at Pelican Films Inc., New York.

KRON is TV in SF

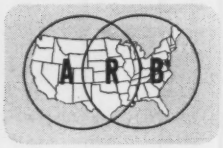
San Franciscans are sold on KRON-TV

KRON is No. 1 in SF	
Sign-on to sign-off share	
KRON-TV	36.3
Sta. B	29.6
Sta. C	25.9
Sta. D	11.0

ARB, April '58

SAN FRANCISCO CHRONICLE • NBC AFFILIATE • CHANNEL 4 • PETERS, GRIFFIN, WOODWARD •

WNTA-TV:

Table "A"	*Station*	*Share*	*Rating*	*No. in Town*
	WCBS	34.8	20.1	1
	WRCA	29.1	16.8	2
	WNTA	**13.3**	**7.7**	**3**
	WABC	10.0	5.7	
	WPIX	7.8	4.5	
	WABD	3.5	2.0	
	WOR-TV	1.5	.9	

Date: May 14, 1958 Time: 9-11 P.M. Sets in Use: 57.7

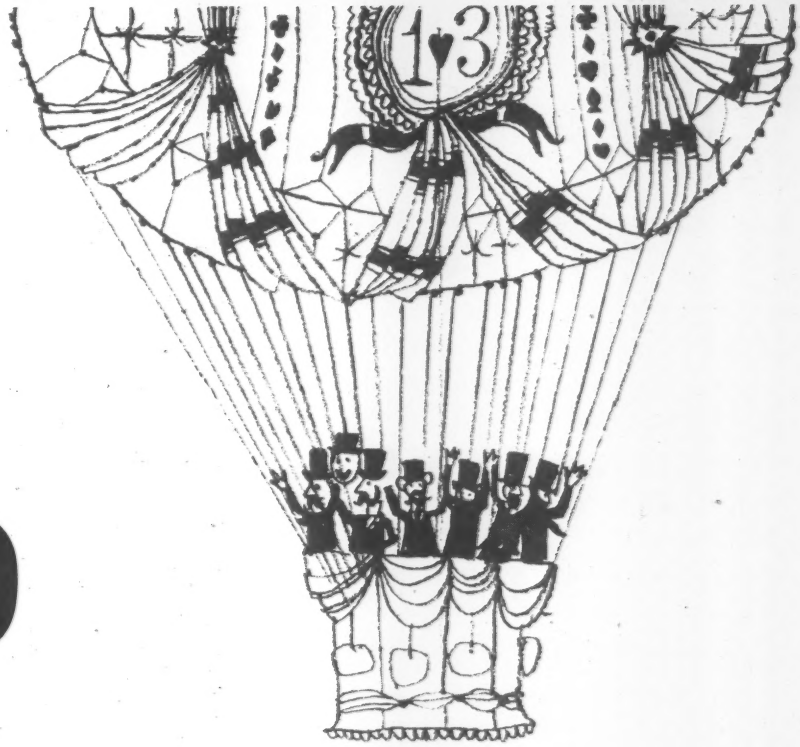
Table "B"	*Station*	*Rating*	*Share*	*No. in Town*
	WCBS	18.8	29	1
	WRCA	17.8	28	2
	WNTA	**10.6**	**17**	**3**
	WABC	10.2	16	
	WABD	3.2	5	
	WOR-TV	2.2	3	
	WPIX	1.5	2	

Date: May 7, 1958 Time: 7:30-9:30 P.M. Sets in Use: 64.3

Table "C"	*Station*	*Recall Rating*	*Recall Share*	*No. in Town*
TRENDEX	WABD	25.9	47.1	1
	WRCA	25.2	45.9	2
	WNTA	**13.7**	**25.0**	**3**
	WPIX	13.7	25.0	
	WCBS	13.4	24.4	
	WABC	6.7	12.2	
	WOR-TV	2.3	4.1	

Date: May 25, 1958 Time: 1-6:30 P.M. Recall Sets in Use: 54.9

RATING HIGH FROM THE WORD **GO**



On May 7th, WNTA-TV, the new station in town, started operations with a ***wallop.*** *(We're quoting* ***Time*** *Magazine.) And the rest of the press concurred, judging from a few typical comments you'll find at the right* ■ *The ratings, too, registered impact, as you can see by studying the left-hand page. Both ARB's Telephone Coincidental and Trendex showed WNTA-TV was the* ***Number 3 station in town*** *in at least three time periods!* ■ *A special hit seems to have been made by Art Ford's "Jazz Party", and so we asked Trendex to double-check it. Result:* ***22%*** *of those queried (or a member of their families) had seen this show that had been on the air only a few weeks, Trendex reported* ■ *Naturally, we were pleased, but this is only the beginning . . . what with a host of new programming in the making that we'll telecast . . . as the local flagship station of the NTA Film Network* ■ *That includes, starting in the fall, such audience-winning new program series from 20th Century-Fox and Desilu Studios as . . . "This Is Alice", "Man Without a Gun", "How to Marry a Millionaire","Premiere Performance", "TV Hour of Stars", The Shirley Temple Specials, to name a few* ■ *And we intend to keep coming up with fresh, bright, imaginative programming . . . based on the principle that there are plenty of minds and imaginations in that audience out there, just waiting to be stimulated, nourished and entertained* ■ ***Keep looking!***

Jack Gould, N. Y. **TIMES:** "On its second night of operation, WNTA-TV has shaken up tired New York television with a resounding wallop."

TIME: "WNTA-TV began with a wallop . . . By the end of its first day, WNTA had . . . increased its number of viewers (over WATV) 4,200%".

VARIETY: "WNTA-TV's Razzmatazz Preem Zings up N. Y. Video Spectrum."

Jo Coppola, N. Y. **POST:** "If there's a lesson to be learned in the reception accorded WNTA-TV, it is that a telecaster with a little boldness, imagination and know-how could command the attention of the nation's viewers."

Ben Gross, N. Y. **DAILY NEWS:** "Live programs of network quality."

CUE: "WNTA-TV's ambitious programming concepts may make it a channel to be reckoned with."

13

WNTA-TV

The New Station in Town

Why they shoot films overseas, and why saving money isn't why

Any saving in the cost of day-to-day shooting of tv films abroad is quickly dissipated by the added expense of doing business so far from home base, according to Philip N. Krasne, partner in the tv film production-syndication firm of Gross-Krasne Inc.

"Hollywood is the best place in the world to make tv films," Mr. Krasne declares. "Unless there's an overriding reason for doing the production abroad, it's much better, much easier and no more expensive to do it at home. Producers who think they can go anywhere else and get saleable product more cheaply are in for a big surprise."

MR. KRASNE

Last summer, Gross-Krasne entered into a co-production arrangement with Kenya Productions Ltd., British company with permanent production facilities in Nairobi, where two tv series, *African Patrol* and *The Adventures of a Jungle Boy*, are in production for American syndication by G-K. From this experience, Mr. Krasne notes:

Actors: Leads and main supporting players, cast in London, work in Nairobi under a portal-to-portal plan which, despite the lower salary scale, gives each London actor total earnings more than his Hollywood counterpart would get for the identical role.

Casting: Parts are cast in London under the supervision of Guy Thayer, executive vice president of Gross-Krasne Ltd., G-K's English subsidiary, and Donald Hyde, vice president who was producer of the *Lone Wolf* and *O. Henry Playhouse* tv series, to insure that characters and accents are of the kind that are readily accepted by American audiences. Messrs. Thayer and Hyde also supervise all scripts for the same reason.

Production: Kenya Productions does the physical production, but Hal Klein, formerly G-K production supervisor, has been in Nairobi since last May as the G-K on-the-scene representative.

Editing: All film is processed and edited by G-K editors and Mr. Krasne gives the films a final inspection in Hollywood.

Transportation: Round-trip plane fare, London to Nairobi and return, amounts to about $1,000 per actor. Air freight costs for shipping equipment from here to there and for sending film back also add up.

In addition might be added a sizable item of executive supervision. Mr. Krasne went to Africa last summer to set up the physical operation, a task which entailed working out a sort of lend-lease arrangement for approximately $150,000 worth of equipment. His partner, Jack Gross, has been spending about half his time in London, as part of what Mr. Krasne calls "the insurance factor in getting the quality product we're after."

The authentic jungle backgrounds needed for these jungle tv programs provided the main incentive for going to Africa to film them, Mr. Krasne says. "We could have stayed in Hollywood and used stock footage and a stage jungle, but if we had we'd have wound up with "B" pictures broadcast at "B" times, before 6 p.m. or after 11 p.m., and we'd have to sell them at "B" prices. We're asking, and we're getting, top prices for *African Patrol* because it's a good enough show to play in top time. We couldn't do this with an African series made anywhere but in Africa."

Mr. Krasne predicts that this series on its first United States run will gross about the same as *O. Henry Playhouse* did, $1.6 million. He does not expect widespread reruns, but does expect some, and rather quickly, in some markets. There is one economic advantage in filming abroad: the foreign-made films are not subject to the rerun fees required in contracts with the U. S. guilds, saving up to $2,500 per episode by third rerun, Mr. Krasne estimates.

"To make top quality adult programs of the type we are having made takes the kind of budget that needs a worldwide market to be repaid. We couldn't absorb the entire costs out of the proceeds of U. S. syndication alone," Mr. Krasne states.

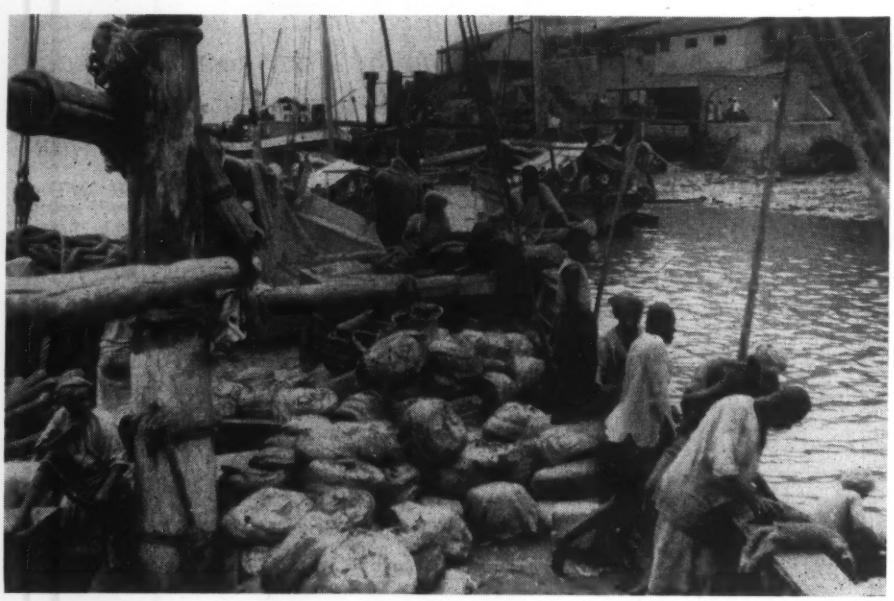
Films made under a British production set-up automatically qualify as "quota pictures" in the United Kingdom, he says, pointing out that 86% of tv film playing time in Britain is restricted to British-made product, with only 14% left for imported pictures. "This means $5,000 per episode in film rentals that would otherwise not be available," he says, noting that with only a limited amount of quality British-made tv films there's a "healthy sellers' market."

The situation is quite the other way for U. S. tv films, which are forced into intense competition for the limited amount of British air time available to them, he explains. "Our only U. S.-made tv series to get into the United Kingdom was *O. Henry Playhouse* and we got only $2,000 an episode for it, which is the top price for American tv films as far as we know."

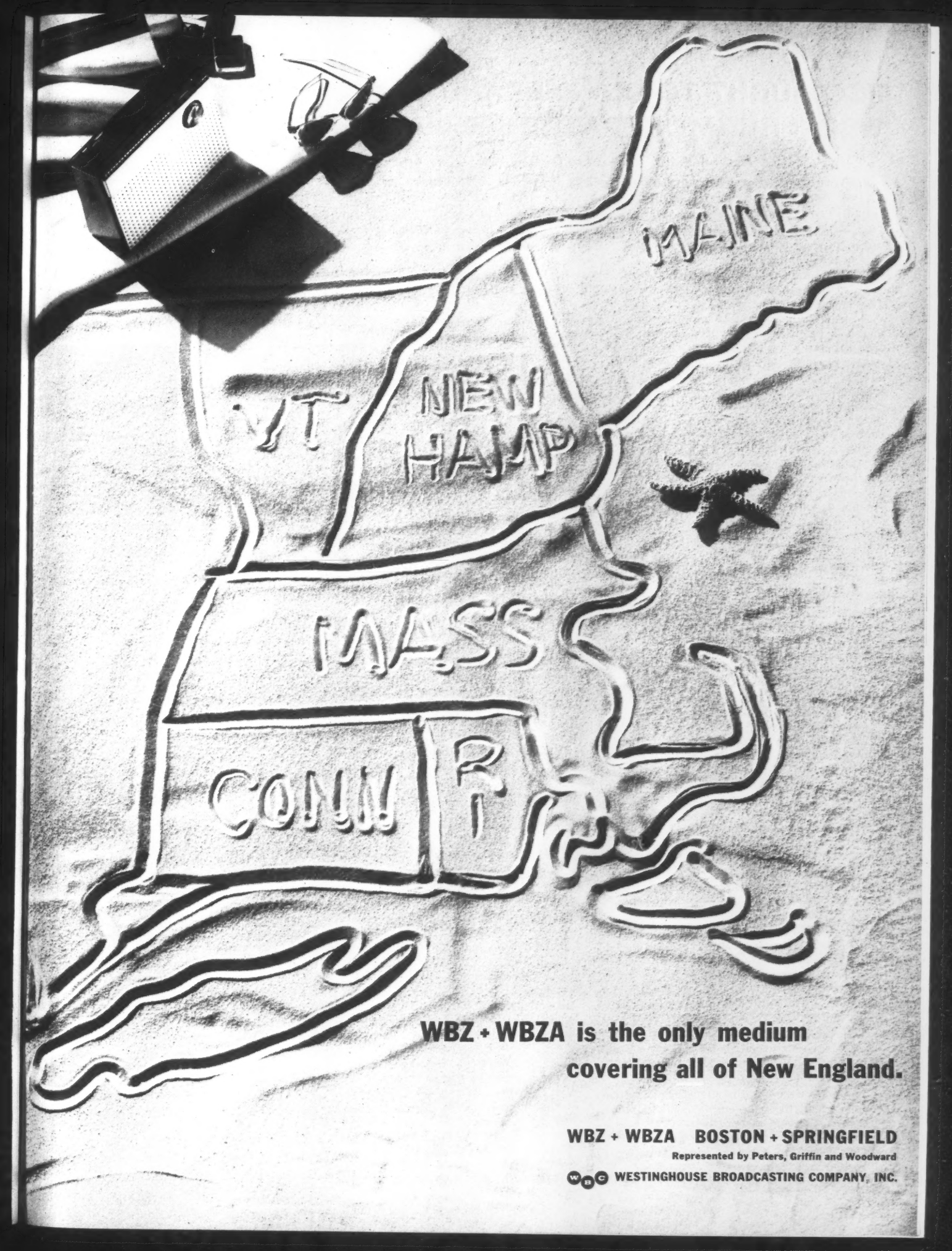
By providing most of the financing for the African films, Gross-Krasne receives the United Kingdom rentals on them, in addition to exclusive distribution rights in the Western Hemisphere, which so far means the U. S. and Canada, although G-K is planning to invade Latin America in the near future and eventually to get worldwide distribution for its tv films.

"We believe that adventure films with a South African background have a universal appeal," Mr. Krasne states. "In *African Patrol* there are all of the elements that make good westerns popular as adult escapist entertainment, played against a background that is more strange and therefore more exciting than the too-familiar western hills and prairies. *Jungle Boy*, which is being filmed in color, might be described as an African *Lassie*, only the boy's pet is a cheetah instead of a dog."

With no particular wish or intention of specializing exclusively on "adult Africans," Gross-Krasne believes that this is a field that can profitably be worked for some time to come. Production is now well along for a third series, based on the adventures of *Trader Horn*.



THIS SHOT *of an Arab dhow at anchor in Mombasa harbor, Kenya, is an example of the authentic background material which draws Gross-Krasne crews overseas for the* African Patrol *series.*



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WESTINGHOUSE BROADCASTING COMPANY, INC.

FCC OUGHT TO ROPE, BRAND CATV, WESTERN TV OPERATORS TELL HILL

- **They ask same rules for both broadcasters, antenna operators**
- **Troubles with microwave, poaching boosters, translators aired**

Small town telecasters mainly from the wide-open spaces of Montana, Idaho and Wyoming went gunning last week for community tv operators.

Their hunting ground was the Capitol chamber of the Senate Committee on Interstate and Foreign Commerce.

A dozen telecasters told the committee that the FCC ought to take control of catv systems so that they play under the same rules that apply to tv stations.

Many of them also urged that the Commission be required to weigh the impact on existing tv stations of translator or booster services. And, that translators or boosters be required to shut down when a local tv station is established.

The broadcasters told the committee that small town tv operation is threatened by the unregulated establishment of community antenna systems which bring into their backyards three or more tv signals from distant, big city markets.

They asked that the FCC:

• Regulate catv systems so that broadcasters and antenna operators operate under the same rules.

• Permit tv stations to own and operate their own microwave relays in order to bring network programs to their communities. At present FCC allows this, but cautions that such service belongs to common carriers and broadcasters must be ready to amortize this investment in a short period.

• Amend present translator rules—and incorporate in prospective low powered, vhf booster rules—to preclude translators or boosters from bringing in outside tv programs which would adversely affect existing local tv stations. And, to provide that such services go out of business if a local tv station is established.

The FCC, one broadcaster said, should and must regulate the radio signal "from the studio to the home receiver."

The question of catv, booster, translator and satellite impact on hometown tv began Tuesday afternoon, with FCC Chairman John C. Doerfer making an impassioned plea that the Commission remain out of this picture. He strongly emphasized that the Communications Act provides that broadcasting is a competitive enterprise. He asserted that this meant the FCC should not intervene to protect the economic status of tv stations.

"The FCC's primary duty is to prevent interference and to aid in the development of a good and efficient service," Mr. Doerfer asserted.

If Congress thinks that the Commission should weigh the economics of broadcasting, then it should amend the Communications Act, Mr. Doerfer said, to make it plain that broadcasting is not an unregulated industry in free competition.

Mr. Doerfer referred to "disgruntled" broadcasters who run to the Congress when they are in trouble. Presumably he was referring to economic trouble.

Mr. Doerfer referred to the catv inquiry now underway by the FCC and said that the FCC would prefer to gather the facts on catv, boosters, translators and satellites and then present them in a package to Congress.

The Commission invited interested parties to submit by June 27 answers to a list of 14 questions regarding the impact of these services on tv stations [GOVERNMENT, May 26].

Mr. Doerfer's statement outlined the problems involving the impact of catv operations on tv stations and the Commission's doubts regarding jurisdiction. He repeated the arguments in the Commission's notice of inquiry two weeks ago—that aside from the jurisdictional question, there is a question whether the Commission should deprive small town viewers who are receiving a choice of multiple programs through catv operations to a single network or perhaps two from local stations alone.

On the other hand he acknowledged that catv operators—and translators and boosters and satellites—do have an impact on local tv station operations and that they do affect the allocations picture by bringing in distant signals to small communities not contemplated to be covered by metropolitan tv outlets.

Mr. Doerfer did say that the Commission's policy was not to authorize a satellite station where a regular broadcast outlet was operating.

The Wednesday afternoon session was plagued by the inability of the committee staff to find a senator to preside. Sen. Allen Bible (D-Nev.) presided for half of the afternoon session, but was called away. Kenneth Cox, Seattle attorney who is special counsel for the committee on tv matters, presided for a half hour, but was forced to declare a recess when a member of the staff of Sen. John Bricker (R-Ohio) objected to the absence of a senator. Finally, Sen. John Pastore (D-R.I.), who is chairman of the Commerce Committee's communications subcommittee, took the chair and insisted that all statements be placed in the record unread. He promised that the remaining broadcasters (eight had not had the opportunity to testify) would be placed in the witness chair for cross examination on Thursday.

MR. COX

Mr. Cox introduced into the record a 1952 FCC common carrier bureau staff memorandum holding that the Commission had the authority to regulate catv operations.

Sen. Mike Mansfield (D-Mont.), the opening witness, related his concern with the catv problem and expressed the hope that the committee would find a means of solving the dilemma. Sen. Mansfield said he had received over 20,000 letters on the subject—both pro and con catv.

Broadcaster viewpoints were given by:

Vincent T. Wasilewski, NAB government relations manager—NAB believes "uncontrolled" development of catv presents threat to allocations plan and to survival of small-market tv broadcasting. FCC should assert jurisdiction over applications for common carrier microwave to bring big city tv signals to small town catv systems to take into consideration effect on allocations systems and public interest. Also catv

ON WAYS TO SKIN A CAT

The complexities of telecasting in the wide-open spaces of the west were never better exemplified than in the interconnection methods used by broadcasters testifying last week before the Senate Commerce Committee.

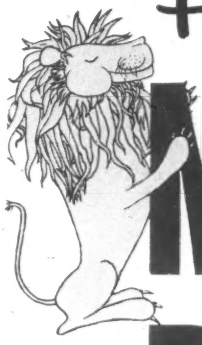
Item: KXLF-TV Butte, Mont., picks up network programs off-the-air from KID-TV Idaho Falls, Idaho, which in turn picks them off-the-air from Salt Lake City stations. KXLF-TV pays a monthly sum to the Salt Lake City stations and to KID-TV.

Item: KSMO-TV Missoula, Mont., picks up network signals from KXLY-TV Helena via its own microwave system. It pays KXLY-TV $500 a month for this privilege.

Item: KLIX-TV Twin Falls, Idaho, picks up network programs off-the-air from KID-TV Idaho Falls, Idaho, which in turn picks them off-the-air from Salt Lake City stations. KLIX-TV pays the Salt Lake City outlets $500-$550 a month for this service.

Item: KBOI-TV and KIDO-TV Boise, Idaho, pick up network shows off-the-air from KLIX-TV Twin Falls. KLIX-TV picks up network programs from KID-TV Idaho Falls, which in turn picks them up from Salt Lake City outlets.

Stations using their own microwave relays (on temporary authority of the FCC) spend about $15,000 in building them and from $50 to $100 a month in operating them. Common carriers have asked anywhere from $1,200 to $2,000 a month for the same service.



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FIRST RUN		RE-RUN
15.3 SAT. 2/9/57 10:45 P.M. ARB	M-G-M's VIVA VILLA	14.7 FRI. 11/15/57 11 P.M. ARB
13.7 WED. 11/13/57 10:45 P.M. ARB	M-G-M's GASLIGHT	24.2 SAT. 11/23/57 10:15 P.M. ARB
27.4 WED. 2/6/57 10:15 P.M. PULSE	M-G-M's JOHNNY EAGER	9.6 FRI. 2/14/58 11 P.M. ARB
17.7 FRI. 12/6/57 11 P.M. PULSE	M-G-M's THE POSTMAN ALWAYS RINGS TWICE	16.1 SAT. 12/21/57 10:15 P.M. ARB

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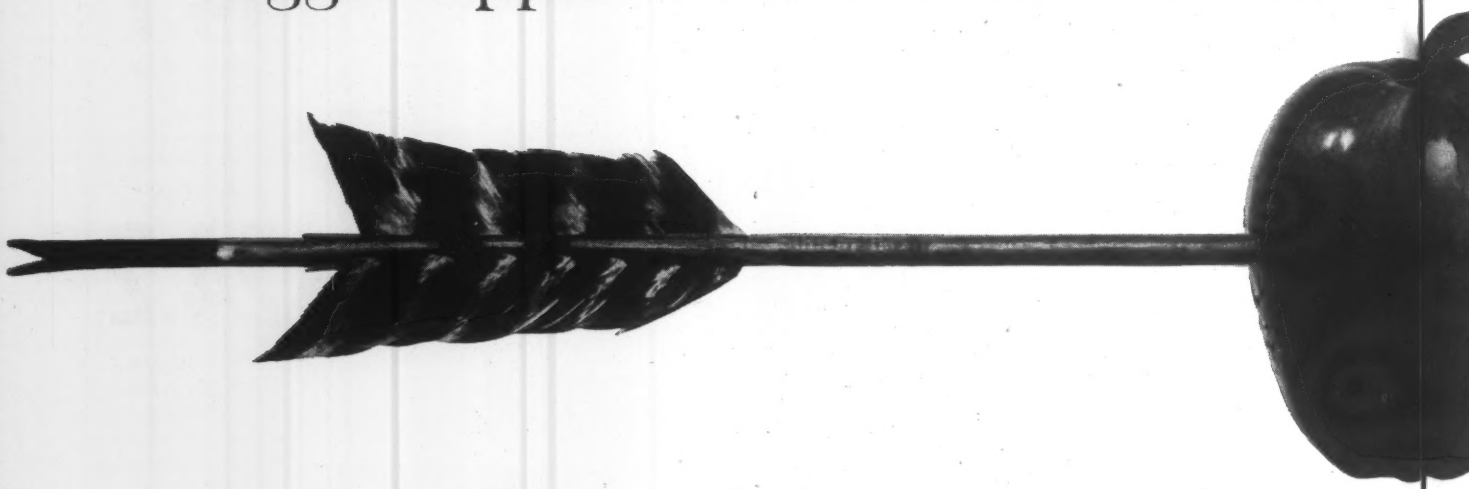

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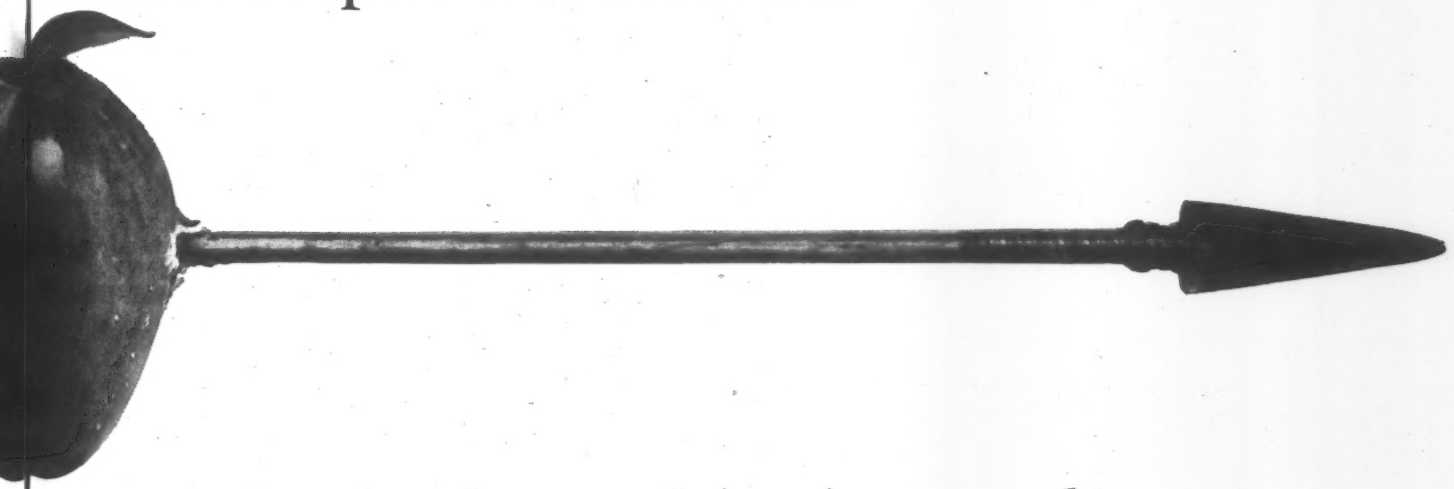


network. And you hit the mark of its programming, CBS Radio non-listening listeners. You can't miss on the CBS Radio Network.

MR. MOSBY MR. CRAIGHEAD MR. WEBER MR. GLASMANN MR. REARDON MR. CRANEY

operators should pay for programs used.

Ed Cranly, Montana multiple broadcaster —Fears that all rural and some urban areas of Montana are due to be "blacked out" because of impact of catv systems. Refers to fact he and group just forfeited $50,000 in cancelling the purchase of KFBB-TV Great Falls, Mont. [SPECIAL REPORT, May 12]. Expresses fear that all tv can be obliterated except for two stations—one in New York and the other in Hollywood—brought to the populace of the U. S. via catv systems, boosters, translators and satellites.

"Microwave-fed" catv's "true pay tv." These operations discriminate against rural population, serve only heavy concentrations of a city's population. "Here is pay tv for the wealthy city dweller and nothing for the poor man and the rural dweller."

Catv operators have no requirement to serve the public with local originations, local news, and weather, local public service programs.

FCC should exercise jurisdiction over radio signals from the studio to the home receiver. It now exercises only partial control over radio transmissions.

Mr. Craney asked that FCC:

• Impose freeze on microwave grants.

• Require that catv, booster and translator operators get permission from originating station to rebroadcast signals.

• That stations be permitted to build and operate their own microwave systems—with no cutoff date.

• That translator operation in the grade A service area of a local station be prohibited if it brings signals from a station outside the home community.

Tom Bostic, KLEW-TV Lewiston, Idaho —Opposes establishment of translators or boosters in communities where regular tv station operates. KLEW-TV suffered economic boycott by promoters of translators in Lewiston after it filed protest with FCC, received cancellations amounting to $3,000 per month. After withdrawing protest, KLEW-TV lost $120,000 in 1957, with monthly advertising revenues amounting to $7,700. KLEW-TV cost "more than a quarter of a million dollars" to build Translator group, whose stations are not yet on the air, took over operation of an illegal, unlicensed booster in Lewiston which FCC had ordered shut down. Translators plan to pipe two Spokane, Wash., stations into area.

If translators actually begin operating and divide market into three pies, KLEW-TV will have to delete all local, live programs and reduce staff.

Mr. Bostic urged that the FCC:

• Deny authorization to any translator operating within the Grade A or B contour of an existing regular station.

• "Come to grips" with problem of illegal boosters and require compliance with law.

• Require common carriers which transmit regular tv signals to catv systems to have the approval of originating station.

Arthur J. Mosby, KMSO-TV Missoula, Mont.—Telephone company asked $7,800 a month to interconnect. Private microwave company, feeding Missoula catv with Spokane signals, asked three-year contract at $2,000 monthly charge. KMSO-TV just wanted 1957 World Series games. Now uses its own microwave facilities from KXLY-TV Helena.

Cable company puts KMSO-TV on cable, but changes channel from ch. 13 to ch. 5 resulting in "deteriorated" picture at receiver. Receivers hooked into cable cannot receive KMSO-TV or any other station off-air.

KMSO-TV lost almost $50,000 in last six months of 1954, when it started operating. In 1955 operating loss was over $50,000. In 1956 this was cut to slightly over $10,000. Cable company began operating in November 1956, and in 1957 KMSO-TV again lost over $50,000.

Antenna companies are "parasites." They don't pay for programs they pick up and sell for profit.

Mr. Mosby asked that Congress either tell FCC to exercise jurisdiction over catv systems and microwave companies or amend Communications Act to give Commission this authority.

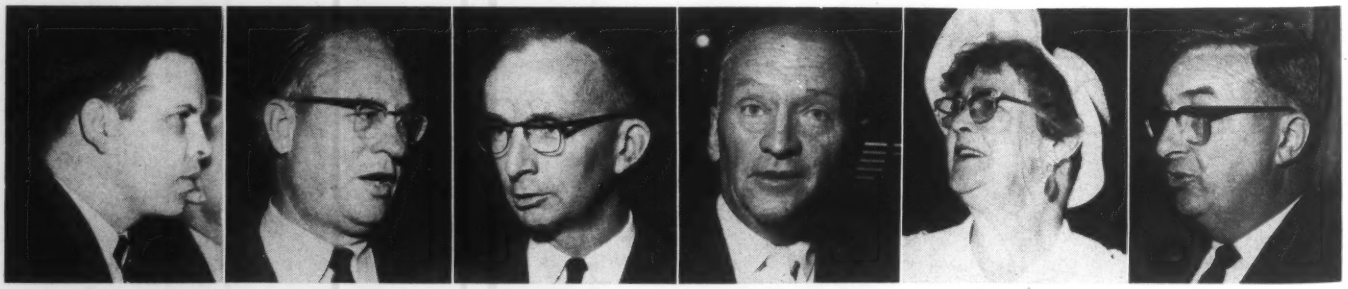
Gordon C. Glasmann, KLIX-TV Twin Falls, Idaho—Urges that FCC assert jurisdiction over catv systems, treat them under same regulations under which tv stations must operate, and require that catv operators and microwave companies furnishing catv with outside signals obtain permission of station whose signals they are using.

Spent over $400,000 building KLIX-TV, which serves 117,800 people. Furnishes all three networks to area, picking up Salt Lake City stations via KID-TV Idaho Falls, Idaho.

If KLIX-TV loses $4,000-$5,000 monthly to catv operators, station will be in red. If local cable company (now serving 94 subscribers) expands as projected to serve 4,000 customers mostly all in concentrated area of Twin Falls, 82% of area population will be deprived of tv service if station folds. Not only that but KBOI-TV and KIDO-TV, both Boise, Idaho, will lose only source of network programs (they pick up off-air KLIX-TV network shows).

William C. Grove, KFBC-TV Cheyenne, Wyo.—Has spent over $500,000 in building Cheyenne and Scottsbluff, Neb., stations. Catv systems in "heart" of stations' coverage area—in Laramie, Rawlins, and Pine Bluffs, all Wyo.; Scottsbluff, Alliance, Kimball, and Sidney, Neb., and Sterling, Colo. Most all being fed Denver tv signals via microwave relay systems connected with catv systems. Advertisers know of this "bonus" coverage and aren't interested in buying Cheyenne and Scottsbluff time.

Key to problem is that catv operators are not required to secure permission to pick up and transmit over wire regular stations' signals. This is violation of property rights. Catv systems have paid no attention to legal notices forbidding them to carry



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KNAC-TV WINS, 249 to 203, in TOTAL QUARTER HOURS when both stations are on air

KNAC-TV's QUARTER-HOUR WIN DOMINANCE IS CONSTANT THROUGHOUT THE BROADCAST DAY!

	KNAC-TV	TIES	STATION B
Weekday mornings (7 a.m.-noon)	54	1	45
Weekday afternoons (12-6 p.m.)	68	0	62
Weekend daytime (sign-on-6:30 p.m.)	45	2	25
Nighttime 7 days (6:30-midnight)	82	1	71
	249	4	203

Since the last ARB was taken—a scant six months ago—KNAC-TV has soared to a 159 percent increase in quarter-hour wins! And it's only the beginning. Here's why:

- New, aggressive, knowledgeable management
- Newly-purchased MGM and WARNER BROS. feature packages
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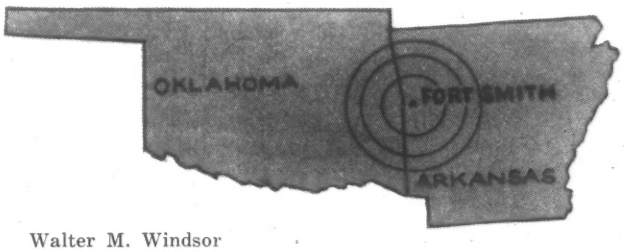
- Expanding lineup of CBS shows

PLUS EXCLUSIVE OUTSIDE COVERAGE

KNAC-TV, with high-powered VHF, serves 18 counties in prosperous western Arkansas and Oklahoma.

Station B, with UHF transmission, can be seen only in 7 counties.

Call H-R Television today for prime availabilities—while they last.



KNAC-TV

Fort Smith's Only VHF – CHANNEL 5

Walter M. Windsor
Vice Pres. & Gen'l Mgr.

Rex Hayes
Sales Manager

KFBC-TV programs.

Low power vhf boosters, if authorized, should be licensed on case-by-case basis, required to use signal of nearest station and provision must be made to shut them down when regular station comes on air serving same area. They too must receive permission to use signals of regular stations.

There is a need for catv systems, but only to fill in bad spots in station coverage; not to bring in distant big city signals.

Small stations also need to own microwaves, not temporary permission as at present.

Marshall H. Pengra, KLTV (TV) Tyler, Tex.—Catv system had 4,000 subscribers, 20% of Tyler homes, feeding two Dallas and one Fort Worth station in October 1954 when KLTV began operating. In August 1956, local catv engaged in $100,000 expansion, adding KTBS-TV Shreveport, La., plus KLTV to cable. Changed KLTV channel from ch. 7 to ch. 6, with degraded picture. Cable viewers have choice of three NBC pictures—WBAP-TV Dallas, KTBS-TV Shreveport and KLTV; of two CBS pictures, from KRLD-TV in Dallas and KLTV, and of two ABC pictures, from WFAA-TV Dallas and KLTV.

In July 1956, CBS cut network rate from $225 to $50, based, it is presumed, on field study indicating extensive cable viewing. Thus, KLTV lost six topflight network programs—still available to cable viewers but lost to non-cable customers and rural viewers. Ultimate result will be reduction of KLTV staff to engineers, elimination of local live shows entirely. Catv connections means viewers cannot receive KLTV off air.

In American Research Bureau survey, it was found that out of 83 cable-connected viewers watching specific program, 28 were watching Dallas station and only 14 KLTV. In same survey of non-cable connected viewers, 57 of 63 viewers were watching same program via KLTV.

Catv systems are part of broadcast industry and should abide by same rules and regulations. Catv systems must secure permission to use programs and signals of stations. Tyler antenna company has disregarded orders from stations, networks and film companies forbidding use of program material.

FCC has authority to regulate catv operations, and must consider these systems on a case-by-case basis. Some catv operations are worthwhile and perform a function in serving underserved areas—but where they impinge on existing station they must be weighed against loss of service provided by local station.

Also filing statements were Barclay Craighead, KXLJ-TV Helena, Mont.; Mrs. Mildred Ernst, KWRB-TV Riverton, Wyo.; Fred Weber, WBOY-TV Clarksburg, W. Va., and C. N. Layne, KID-TV Idaho Falls, Idaho and Frank Reardon, KGEZ-TV Kalispell, Mont.

LAREDO SHOWDOWN

KHAD-TV Laredo, Tex., has asked the FCC to set for hearing an application by Mesa Microwave Inc. for authority to establish a common carrier radio relay system to bring San Antonio tv signals to Laredo to be fed to a proposed community tv system.

The ch. 8 Laredo station began operation Jan. 5, 1956. It has been feeding network programs to Laredo viewers via kinescope and film. This July it will begin bringing network programs to its viewers live, by an off-the-air pickup from San Antonio through AT&T installations. The cost will be $1,892.50 per month with a three-year guarantee of $31,300. The station will provide the land, building and tower for the terminal installation, it pointed out. This will permit it to boost operating hours from the present 52 hours weekly to 119 hours weekly, the station said.

KHAD-TV lost $38,000 in 1956 and $3,000 in 1957, the petition stated.

Mesa Microwave, a subsidiary of southwestern movie chain Video Independent Theatres Corp., proposes to construct the 150-mile relay for $145,000, and to feed the San Antonio tv programs to a catv company proposed to be built by Vumore Inc., also a subsidiary of Video Independent.

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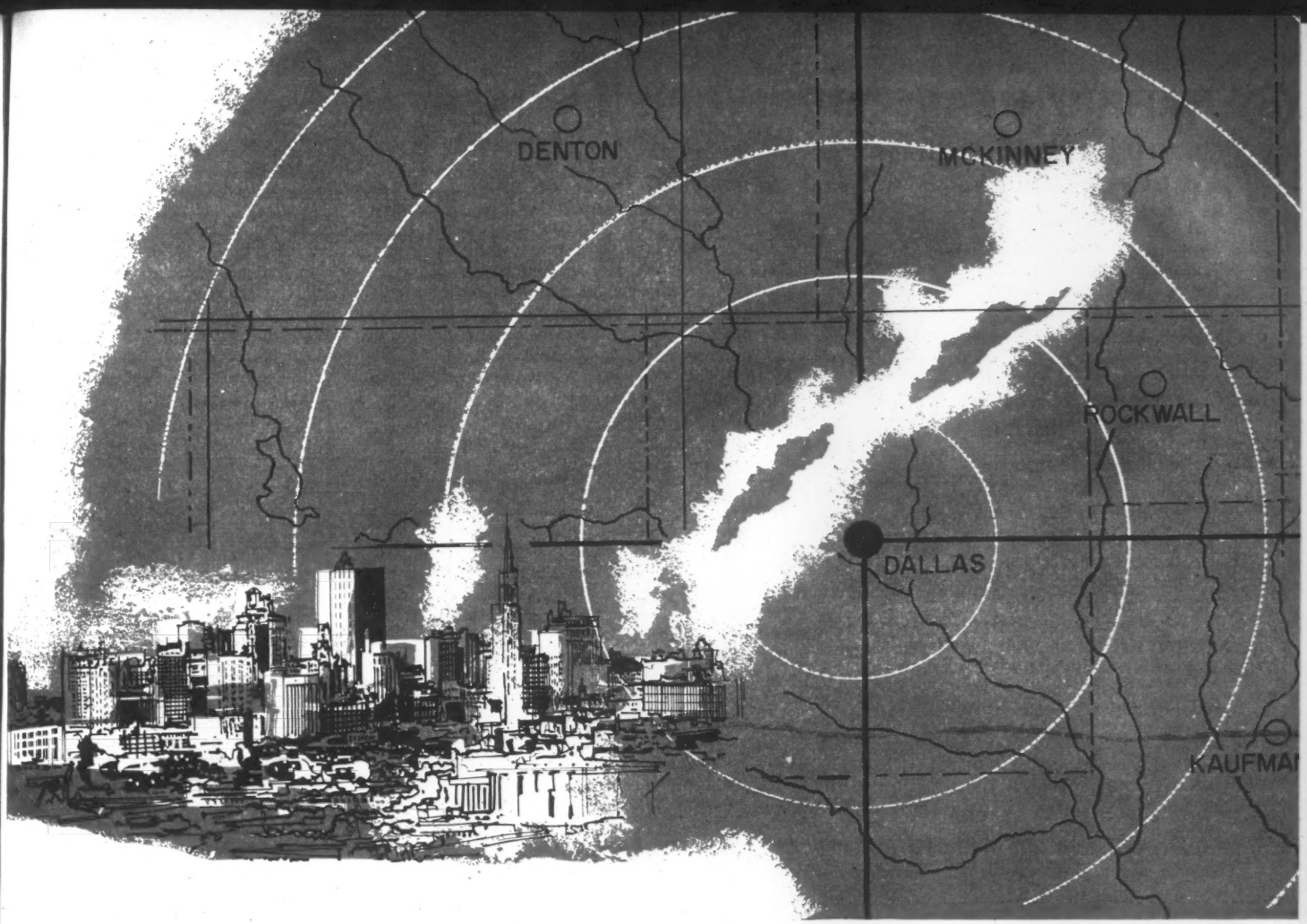
Dependable Service to TV Stations on Films of Unusual Interest for Viewers of all Ages.

Ford in FCBA Speech Attacks 1952 Communications Changes

FCC Comr. Frederick W. Ford last Tuesday attacked some of the principal elements of the 1952 amendments to the Communications Act. Mr. Ford made his observations in a speech to the Federal Communications Bar Assn. in Washington. This was the first public address by Mr. Ford, who was appointed to the FCC last August, as a commissioner.

He made a strong plea for a revision of the separation of functions amendment which bars the Commission from consulting even its own general counsel. He also suggested that the review staff be permitted to confer with commissioners in deciding adjudicatory proceedings and called for a change in the protest rule, which "has added more red tape and delay in the processing line." Mr. Ford questioned whether Congress really meant to forbid commissioners from seeing parties to comparative hearings because, he pointed out, the Senate-House conferees deleted that portion of the House bill which prohibited *ex parte* discussions. And, Mr. Ford said, he was confused by the "inconsistencies" in the elaborate due processes established for deciding between competing applicants for a facility and the lack of standards for approving a sale of a broadcast station. He also said he opposed suggestions that commissioners be required to write their own decisions. This does not make for a well-rounded decision, he said, and would further delay matters at the FCC.



WFAA-TV shows it **LIVE**

COLLINS RADAR RAISES WEATHERCAST RATINGS

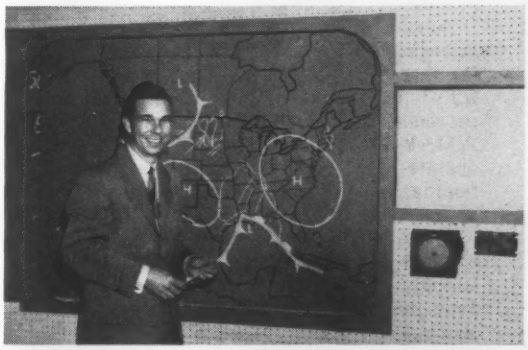
ON APRIL 2, anniversary of Dallas' disastrous '57 tornado, WFAA-TV treated their viewers to an hour-long telecast showing films of the destruction and presenting local weather by radar for the first time to a TV audience. Since this initial indoctrination, WFAA-TV's radar weathercast has become a conversation piece.

To quote Warren Culbertson, weather announcer and a graduate meteorologist, "Viewer reaction has been highly complimentary. If rain is falling on a viewer's house, he wants to see the echo on the radar scope, not to hear the weather man talk about scattered showers. Even if there are no echoes to be seen, viewers are attracted by the sheer fascination of the rotating trace on the scope."

The Dallas station installed the entire Collins C-Band Weather Radar System in its studio. The antenna is mounted on a platform on the roof with the waveguide extending downward into the building to the receiver-transmitter and synchronizer units. An indicator and control unit are mounted in the wall near the weather slides. Another indicator is rigged in a shadow box for camera closeups. Acetate maps of the WFAA-TV area, corresponding to the 20-, 50- and 150-mile ranges, are placed over the indicator to pinpoint weather activity with geographical location.

"The Collins radar offers commercial possibilities to WFAA-TV of a magnitude that we have not yet been able to fully exploit," advised Manager Mike Shapiro. "Besides strengthening our regularly scheduled weathercast, radar ID's and radar surveillances are highly saleable during all seasons of the year."

Call, wire or write for prices and information about making your weathercasts the talk of your TV area.



BURBANK, CALIF. 1510 W. Verdugo Ave. (TH 5-1751); CEDAR RAPIDS, IOWA 315 2nd Ave. S.E. (EM 3-2661); DALLAS, TEXAS 1900 N. Akard St. (RI 8-5951); FT. WAYNE, INDIANA 4834 Forest Ave. (EA 0640); HOUSTON, TEXAS 4918 Michael (MI 9-4995); KANSAS CITY, MO. 4403 West 77th Terrace (NI 2-9010); KNOXVILLE, TENN. Dogwood Road, Fountain City (6-4378); MIAMI, FLA. 4471 NW 36th St. (TU 8-2407); NEW YORK, NEW YORK 261 Madison Ave. (MU 7-6740); SAN MATEO, CALIF. 205 East 3rd (DI 2-2131); SEATTLE, WASH. 1318 4th Ave. (MA 2-8278); TORONTO, CANADA 11 Bermondsey Rd. (PL 7-1101); WASHINGTON, D.C. 1200 18th St. N.W. (NA 8-5415).

COLLINS

HARRIS HEARS SPRINGFIELD CASE

- **Pressure charges exchanged in hearing on ch. 2 grant**
- **GOP politicos accused in award to WMAY-TV, now on ch. 36**

Two days of hearings were held last week by the House Legislative Oversight Subcommittee on efforts of the two contestants for ch. 2 Springfield, Ill., to gain a "fair advantage" over the other.

Also a part of the record was a staff report on the FCC's exchange of ch. 2 Springfield for ch. 36 St. Louis and assignment of ch. 2 to KTVI (TV) St. Louis.

And, after many charges of political pressure and counter pressures had been aired, plus hints of a "deal," the only positive facts were that WMAY-TV Springfield had received the ch. 2 grant over Sangamon Valley Tv Co. and that KTVI had ended up with the channel in St. Louis with WMAY-TV getting ch. 36.

Outside the hearing room, a fight exploded over the subcommittee's authority to subpoena the records of WHDH-TV-*Boston Herald-Traveler* concerning its grant of ch. 5 (see page 66).

Following last week's testimony on alleged pressures brought to bear on the FCC concerning the ch. 2 grant, Rep. John Bell Williams (D-Miss.) said he has decided all any applicant wants before the Commission is a "fair advantage" and the question is "how far will they go to obtain this advantage." Accused of applying pressures were Orville Hodge, former Illinois state auditor serving a prison term for embezzlement of state funds; Leonard Hall, former Republican National Chairman; Sen. Everett Dirksen (R-Ill.), and Reps. Sid Simpson and Leslie Arends (both R-Ill.) [GOVERNMENT, May 24].

Subcommittee Chief Counsel Robert Lishman also made evident he is convinced (1) that WMAY-TV made a "deal" with KTVI, (2) that the station made no effort to retain its right to ch. 2 and (3) that WMAY-TV has no intention to build and operate a ch. 36 station. From their questioning, many of the subcommittee members appeared to share Mr. Lishman's beliefs.

WMAY-TV witnesses strongly defended their actions and intentions and just as strongly denied the allegations made by Sangamon principals and the subcommittee staff.

Subcommittee Chairman Oren Harris (D-Ark.) said that still to be introduced are a whole series of letters which show a "pattern of interference" with the FCC, in this case and others.

The Springfield-St. Louis hearings resume today (Monday) at 10 a.m. in the House Caucus Room with KTVI President Harry Tenenbaum as the first witness. Others scheduled to testify include Paul F. Peltason, executive vice president of KTVI, and Lee Ruwitch, executive vice president-general manager of WTVJ (TV) Miami and also a stockholder in WMAY-TV and scheduled to become that station's general manager when it goes on the air.

On Monday, the subcommittee called five Illinois witnesses to substantiate the previous testimony of staff attorney Stephen Angland. L. C. Merwin, publisher of the *Bloomington (*Ill.*) Pantagraph,* stated that he received most of the information for an editorial in his paper from Oliver J. Keller, Sangamon president, and Rep. Leslie Arends (R-Ill.). The editorial decried behind-the-scenes pressure in the ch. 2 case and charged that Messrs. Hodge and Hall were actively working for WMAY.

Four Sangamon stockholders—Mr. Keller, Charles H. Anphier, C. W. Campbell and George W. Bunn Jr.—told of a Chicago meeting with Sen. Everett Dirksen (R-Ill.). They stated that Sen. Dirksen first told them Mr. Hall was active in the case and they were left with the "impression" the senator obtained this information from an unamed commissioner.

None could state, however, the source of information that one commissioner had shifted his vote because Sangamon was a "bunch of New Dealers." Also, they said, the name of Comr. Robert E. Lee was not mentioned in this connection in the Dirksen meeting or at any other time. Mr. Lanphier stated Sen. Dirksen was "extremely upset that Mr. Hall should be interfering in Illinois political problems without any word to the senator."

Mr. Keller said Sen. Dirksen announced plans to talk to Mr. Hall about the ch. 2 case but that the senator did not report if such a talk was held. When asked Thursday if he actually did discuss the case with Mr. Hall, Sen. Dirksen said: "I don't think it's anybody's business." He said it was a matter between himself and his constituents.

Mr. Hall, in Mineola, N. Y., last week again denied "absolutely, flatly" that he played any role in the Springfield ch. 2 case or any other matter before the FCC.

Monday afternoon, Mr. Angland gave a report on the FCC action in shifting ch. 2 to St. Louis and ch. 36 to Springfield. He also discussed the St. Louis ch. 4 grant (to KWK-TV, which merged with two competing applicants) and its subsequent sale to CBS last winter after the network had received a grant for ch. 11 St. Louis. Of the ch. 2 case, Mr. Angland said:

"I believe that when this hearing is completed on ch. 2, the Commission will have reason before it to set aside the award to WMAY-TV and to set aside the deintermixture order sending ch. 36 to Springfield and ch. 2 to St. Louis."

Rep. Peter Mack (D-Ill.), whose district includes Springfield, termed the deintermixture decision "a gross violation of the basic law by the FCC." Both Mr. Angland and Mr. Lishman repeatedly accused WMAY-TV of abandoning its right to ch. 2 and of having no intention of building a ch. 36 station.

Mr. Angland said that there is no request on file at the Commission that ch. 36 be shifted from St. Louis to Springfield, yet this was added to the FCC rule-making of March 1, 1957. Also, he said, despite the fact "the Commission expressly disavowed any intention of changing Signal Hill's [KTVI] authorization to ch. 2 . . . the Commission actually did give ch. 2 to Signal Hill. . . .

"Some 15 months have elapsed since the move of ch. 2 was made for the ostensible purpose of 'enhancing the opportunities for more effective competition among a greater number of stations.' Actually, no more stations have resulted." Mr. Angland continued that if the shift had not been made, there would be a second station operating today in Springfield—on ch. 2.

Mr. Angland charged that "every action taken by Signal Hill throughout the proceeding reflected its absolute confidence not only that ch. 2 would be moved to St. Louis, but also that it would get the channel." He introduced a contract signed with General Electric on Jan. 25, 1957, by KTVI for ch. 2 equipment. "It is significant . . . that the Commission moved ch. 2 from St. Louis and gave it to Signal Hill on Feb. 26, 1957," he said. [BROADCASTING, in its Jan. 21, 1957, LEAD STORY, reported that ch. 2 would go to KTVI in St. Louis.]

Negotiations for vhf equipment were begun by KTVI with GE as early as October 1956, according to documents introduced by Mr. Angland.

An October 1953 letter from then FCC Chairman Rosel Hyde to White House Assistant Sherman Adams was entered into the record by Mr. Angland. Comr. Hyde sent Mr. Adams a status report on the St. Louis ch. 4 and Flint, Mich., comparative tv cases. A followup letter in April 1954 from Comr. Hyde to Mr. Adams told of the St. Louis ch. 4 grant made possible by a merger of the competing applicants.

Of the Hyde-Adams letters, Mr. Lishman asked: "If this is an independent agency, what is he [Hyde] doing here writing these letters in the first place?" Comr. Hyde said Tuesday he did not remember the specific letters but that they were the type the FCC would send to any citizen in answer to a legitimate request.

Mr. Angland also read a January 1954 memorandum prepared by attorney Andrew G. Haley relating to a proposed merger among the three St. Louis ch. 4 applicants —KWK *St. Louis Globe-Democrat,* KXOK St. Louis and Missouri Valley Tv Co. (Stanley Hubbard and associates). The merger later was completed and made possible the 1954 grant.

With the hearing recessed Tuesday, WMAY-TV principals had their "day in court" Wednesday. They were represented by former U. S. Sen. and Democratic majority leader Scott Lucas, plus Washington counsel Marcus Cohn.

The three witnesses—WMAY-TV President Gordon Sherman, Vice President Richard S. Cohen and Springfield restaurateur Herman Cohen (who has no stock interest)—each denied applying political pressures on behalf of WMAY. Without mentioning Mr. Angland by name, Mr. Sherman charged that "by omitting certain relevant facts, a distorted picture has been painted

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WKZO RADIO — KALAMAZOO-BATTLE CREEK
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KOLN-TV — LINCOLN, NEBRASKA
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WMBD RADIO — PEORIA, ILLINOIS
WMBD-TV — PEORIA, ILLINOIS

Harris won't take 'no' for an answer

Rep. Oren Harris (D-Ark.), chairman of the House Legislative Oversight Subcommittee, last week denied a request by WHDH-TV-*Boston Herald-Traveler* to quash a subcommittee subpoena for the newspaper-station records—in no uncertain terms.

The request came in a strongly-worded letter from attorney William Dempsey of WHDH-TV, owned by the *Herald-Traveler*. Mr. Dempsey maintained that a subcommittee investigator, Francis X. McLaughlin, had acted improperly and that the subcommittee's request was irrelevant and unconstitutional under the Fourth Amendment.

Mr. Harris' immediate reply last Monday, during hearings on the ch. 2 Springfield, Ill., grant to WMAY-TV: "The committee has no intention of withdrawing any subpoena at all. . . . The committee will not tolerate any undue and unnecessary and such arbitrary moves designed to prevent the committee from obtaining information that it is justified in receiving." He said that several other subpoenas have been issued in connection with an investigation of the grant of ch. 5 to WHDH-TV and "there seemed to be some reluctance on the part of those who have the information to permit the staff to obtain it."

Following Mr. Dempsey's Monday letter to Rep. Harris and the congressman's subsequent statement, a meeting was held Tuesday between WHDH-TV counsel and the subcommittee. Rep. Harris again rejected a WHDH-TV request that the subpoena be dismissed.

It was served May 20 and called for compliance by May 26. Specifically, the subpoena seeks all information about telephone calls and trips made by *Herald-Traveler* personnel to Washington and several other points since January 1955.

The hotly-contested grant, currently the subject of a court appeal, long had been rumored as one the subcommittee would look into in its investigation of the FCC. Last week's flare-up was the first public confirmation that such an inquiry is underway.

In his letter to Rep. Harris, Mr. Dempsey stated: "As you are well aware, your committee's activities have been plagued and persons victimized by smears in slanted news stories and columns based on leaks from members of your staff. To turn over files and records which have no relevance to the committee's function to your staff under these conditions would be as foolish as it would be craven." Mr. Dempsey specifically took exception to the following alleged actions by Mr. McLaughlin, who was accompanied to Boston by staff investigator Joseph P. O'Hara Jr.:

He did not tell WHDH-TV the subcommittee's purpose in seeking admittance to its records and those of the *Herald-Traveler*.

He said the subcommittee was interested only in the company's stock transfer records and left instructions with the telephone company that WHDH-TV-*Herald-Traveler* was to be denied access to long distance toll slips.

He sought to interview WHDH-TV President Robert Choate, who also is the *Herald-Traveler* publisher, and refused to submit in advance a list of proposed questions.

Mr. Dempsey said it is "difficult to reconcile" Mr. McLaughlin's action regarding the telephone calls "with any proper, or indeed with any honest, investigatory purpose." He said it is obvious the telephone calls deal with "matters completely unrelated" to the subcommittee's stated purpose.

"The legal question involved," Mr. Dempsey stated, "is whether the Fourth Amendment to the U. S. Constitution which safeguards the private affairs of citizens from prying by the government applies as a limitation on the investigatory powers of congressional committees." The WHDH-TV attorney then cited several Supreme Court decisions which he said "demonstrate your subpoena to be completely invalid."

In a memorandum prepared for Rep. Harris, investigators McLaughlin and O'Hara emphatically denied the charges made by Mr. Dempsey. The Choate questions were not put in writing, they stated, on the instructions of the subcommittee chairman and chief counsel.

Also under instructions of the chief counsel the subcommittee denied WHDH-TV use of the toll slips, which also had been subpoenaed, until it had answered the original subpoena. Messrs. McLaughlin and O'Hara maintained that they advised Mr. Choate and other WHDH-TV principals that the subcommittee was making a full investigation of the ch. 5 grant and denied Mr. McLaughlin stated that only stock transfers were of interest.

In denying to dismiss the subpoena or accede to writing out questions in advance, Rep. Harris stated the subcommittee could not be told how to conduct its inquiry.

concerning the adjudicatory hearing for ch. 2 . . ." in previous testimony.

He expressed "amazement" that it had not been pointed out to the subcommittee that the grant was made to WMAY by a 5-1 vote, with Comr. John C. Doerfer being the dissenter. He said the hearing examiner, Millard French, was trying his first tv case and "had no background whatsoever in the field of communications." The examiner's decision failed to cover all the facts, Mr. Sherman said, while the Commission's decision did, making "inevitable a grant to us."

He strongly denied WMAY-TV "had changed its position overnight" on deintermixture, contending it had fought to the end to retain ch. 2. Mr. Lishman took sharp issue with this point and questioned the witness at length on various pleadings filed by WMAY-TV with the FCC and courts.

Mr. Lishman entered into the record a January 1958 letter from Springfield Mayor Nelson Howarth to Mr. Keller expressing concern over WMAY-TV's alleged lack of effort to retain ch. 2.

A condition placed on WMAY-TV's receiving a grant for ch. 36 was that it not fight for retention of ch. 2 in the courts, Mr. Sherman contended. He said for this reason, and on advice of counsel, WMAY-TV did not appeal to the courts the FCC's shift of ch. 2.

Mr. Sherman told of attempts to consummate a merger with the Sangamon interests even after WMAY-TV had secured the grant. He denied this was a move to cause Sangamon to relinquish its legal rights to continue its appeal of the grant.

WMAY-TV has not abandoned plans to go on the air, Mr. Sherman maintained, and has been actively seeking a network affiliation. He said that if WMAY-TV was to be stuck with a uhf channel, it preferred ch. 36 because used equipment for that channel could be purchased from General Electric.

Under questioning by Rep. John Moss (D-Calif.), Mr. Sherman admitted the equipment in question was formerly used by KTVI when that station operated on ch. 36. The witness further stated that Messrs. Peltason and Tenenbaum visited him in Springfield in the spring of 1956 and the KTVI owners told him ch. 2 would be shifted to St. Louis.

Mr. Sherman said that he, in the company of Richard Cohen, had met with Mr. Hodge on three occasions. He denied, however, that any WMAY-TV stockholder ever asked Mr. Hodge to intercede and that he personally had no knowledge of any steps taken by Mr. Hodge. When asked whose idea it was to bring Mr. Hall into the case, Mr. Sherman replied he did not know the prominent Republican was "in on it."

Mr. Cohen testified that he asked Mr. Hodge for "advice" on what WMAY-TV could do to counteract the "strong political position" of Sangamon. He denied, however, that he asked Mr. Hodge to intervene in any way personally or to talk to members of Congress or the FCC. Mr. Hodge, according to Mr. Angland, stated that Richard Cohen asked him to contact the Illinois congressional delegation.

Mr. Cohen testified Mr. Hodge never told him what, if anything, he had done on behalf of WMAY-TV's application. He said Mr. Hodge only stated: "I'm your bookkeeper. I'm working for you." Rep. Moss told the witness he was a "very naive young man" to think that, when Mr. Hodge asked for all the details relating to the case, the

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KALAMAZOO-BATTLE CREEK AREA — MARCH 1958
SHARE OF AUDIENCE — MONDAY-FRIDAY

	WKZO	Station "B"	Station "C"
6 A.M. - 12 NOON	32	22	10
12 NOON - 6 P.M.	29	22	10
6 P.M. - 12 MIDNIGHT	30	20	11

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WKZO

CBS RADIO FOR KALAMAZOO-BATTLE CREEK AND GREATER WESTERN MICHIGAN

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then Illinois auditor did not plan to take action.

Herman Cohen testified that he and his brother, Louis (father of Richard) had loaned WMAY-TV $13,000 to purchase a site for the proposed station. Also, he said, the Cohens planned to build a $175,000 physical plant and lease it to the station. He said he had never discussed the WMAY-TV application with Mr. Hodge, Mr. Hall, or anyone else outside the WMAY-TV stockholders.

He denied any knowledge of two $7,200 entries in Mr. Hodge's "brown envelope" bank account—one a check by Mr. Hodge in payment to a Louis Cohen and the second a deposit to the account by a "Mrs. Cohen" of Grant City, Ill.

McConnaughey, L'Heureux Dissolve D. C. Law Firm

Former FCC Chairman George C. McConnaughey and Robert D. L'Heureux, his administrative assistant at the FCC, who have operated a law partnership in Washington since leaving the Commission last year [GOVERNMENT, July 1, 1957] have announced they are dissolving the firm.

Mr. McConnaughey explained the partnership is being dissolved because Mr. L'Heureux has decided to devote the bulk of his time to the teaching and practice of law in Washington. The former FCC head said that since Mr. L'Heureux has been "on the scene" to work "on legal matters that I had in Washington" and since Mr. L' Heureux no longer will be available for this work, "I have decided to handle both my Columbus and Washington practice from my Columbus law office."

The Columbus firm, in which Mr. McConnaughey also has been a partner since leaving the FCC, is McConnaughey & Stradley. Mr. McConnaughey said that his Columbus law practice has demanded "virtually all of my time since I left the FCC."

Mr. McConnaughey said he and Mr. L'Heureux and George O. Sutton had shared the same suite of offices in the National Press Building in Washington, with the two partners paying rent to Mr. Sutton, and that the three had a law firm (McConnaughey, Sutton & L'Heureux) in name only. "Our arrangement with Mr. Sutton has been ended by mutual consent," he said.

The Ohio Republican was FCC chairman from Oct. 4, 1954, to June 30, 1957. Mr. L'Heureux joined the FCC as his aide in January 1956 after several years' service as counsel on the Senate Commerce Committee and other congressional committees.

Goldwater to Oppose McFarland

Sen. Barry Goldwater (R-Ariz.) last week announced that he would seek a second term in the Senate. Sen. Goldwater's opponent will be the man he defeated in 1952 who currently is Democratic governor of Arizona, Ernest W. McFarland. Gov. McFarland was majority leader of the Senate and chairman of the Commerce Committee when defeated by Sen. Goldwater in 1952. He is the author of the 1952 amendments to the Communications Act, which bear his name.

RELAXING OF ENGINEERING RULES NEEDED TO ALLOW FOR VHF: DOERFER

FCC Chairman John C. Doerfer told Congress last week that some relaxation of tv engineering standards is necessary in order to add more vhf channels to top markets, thus equalizing facilities.

He also hinted strongly that the FCC and the President's Office of Defense Mobilization would sit down soon on an exploration of the whole spectrum, including television allocations.

The FCC chairman testified before the Senate Commerce Committee last Tuesday. He was flanked by the entire Commission plus aides. The Senate committee was chairmanned by Sen. Frank J. Lausche (D-Ohio), who for the most part is the only senator present. Kenneth Cox, Seattle attorney who supervised the 1957 hearings on tv allocations, was again special counsel.

The inquiry was ordered to determine what progress the FCC has made in the uhf-vhf allocations problem. It also looked into the impact of community tv systems, boosters, satellites and translators on small town regular tv stations (see page 56).

Deintermixture has yielded little results and has no future, Mr. Doerfer told the Senate committee. It is only a partial answer to the problem, he said, adding that as far as he is concerned "it's too little and too late."

Mr. Doerfer declared there must be some flexibility in applying the engineering standards. For example, he said, suppose a third vhf channel can be allocated to a city but it is only 167 miles from its co-channel station. Since the rules require a 170-mile separation, the Commission is stymied. There must be flexibility, he iterated, and that includes such other techniques as directional antennas and cross polarization.

Other commissioners, however, differed with Mr. Doerfer. Most insisted that no change be made in present engineering standards until the results of the Television Allocations Study Organization investigation is submitted. This is due late this year.

When the report of the Television Allocations Study Organization is submitted, by the end of this year, Mr. Doerfer said, the FCC will have the "tools" to grapple seriously and from a long range viewpoint with the allocations picture.

In the course of his testimony, Mr. Doerfer referred several times to the recent "invitation" issued by ODM for the two groups to sit down and take a long range look at the future use of spectrum space in the U. S. ODM acts for the President in assigning frequencies to government agencies, including the military services.

The FCC and ODM in 1956 attempted to work out a method of trading uhf frequencies for more vhf channels, but this was turned down by ODM in April of that year.

Mr. Doerfer reviewed the work of the FCC in grappling with the allocations television situation. He referred to the June 25, 1956, FCC memorandum which suggested the ultimate solution might be the change over of tv from vhf to uhf for the whole country or for the eastern half of the nation. This, the Commission held, should await an intensive engineering study of the potentials of uhf as a mode of propagation and its equipment. This is under study by TASO now.

As a short-range first step, the Commission in 1956 suggested a program of deintermixture—unmixing areas where uhf and vhf channels had been assigned together.

Mr. Doerfer reported that the FCC has deintermixed 12 areas, denied 12 petitions for deintermixture and has pending 14 petitions.

The FCC also has shifted channels in 44 cases, denied 4 and has 13 such petitions still pending, the chairman said. He also said that the Commission had acceded to requests to delete educational reservations in six instances, and denied such petitions in three. There are two such petitions still pending, Mr. Doerfer said.

Craven Takes Long View

Comr. T. A. M. Craven told the committee that a basic problem is the difficulty of manufacturing tv receivers which are required to cover wide spreads of the spectrum. He alluded to developments on the horizon which would require a portion of the 25-890 mc band for longe range communications and for national security. (Later, Mr. Craven said he was referring to tropospheric scatter propagation for space flight communications and telemetering.) He urged immediate deintermixture in major markets so that there are comparable facilities. He suggested that any intermediate steps be deferred until the TASO report has been completed. The long range approach must await a study between FCC and ODM, he said. Mr. Craven was the author last year of a plan to permit the establishment of at least three vhf channels in the top major markets in order to ensure comparable facilities.

Other commissioners said that uhf should not be abandoned and that it is a worthwhile service where uhf stations are not in direct conflict with vhf stations.

Mr. Cox questioned whether the FCC could not make some move now to alleviate the plight of uhf broadcasters without waiting for the TASO report. The special counsel also read a portion of a letter from an unidentified network official to his salesmen which brought out ABC-TV's "risky" position regarding station clearances and which was to be used in selling advertisers against ABC-TV. This showed, Mr. Cox said, that one network was not averse to using ABC-TV's lack of vhf affiliates in top cities against that network.

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Storer Gives Up Plan For Experimental Tv

Storer Broadcasting Co. last week dropped its proposal for an experimental tv station on ch. 12 in the Wilmington, Del.-Philadelphia antenna farm area. Storer, licensee of ch. 12 WVUE (TV) Wilmington, had asked permission for the experimental station to make a year's test of a new type of directional antenna at an operating cost of $130,000.

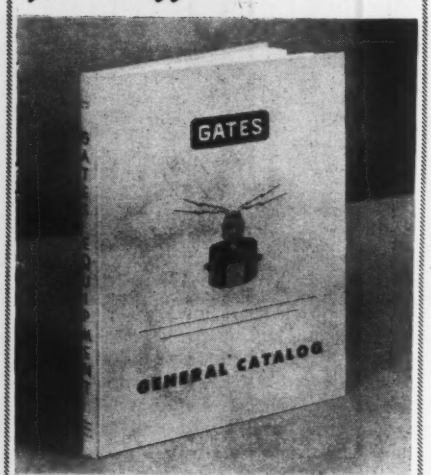
The Storer proposal met objections from ch. 12 WNBF-TV Binghamton, N. Y., under common ownership with WFIL-TV Philadelphia, on grounds this would reduce the mileage separation between WVUE and WNBF-TV below the minimum permitted by the FCC and would cause objectional interference to the Binghamton station. Among others objecting were WPRO-TV Providence, R. I. (on interference grounds), Assn. of Maximum Service Telecasters (objection to below-minimum mileage) and WIP Philadelphia. Storer, in submitting its petition last February [GOVERNMENT, Feb. 24], proposed to broadcast the regular programs of WVUE on the experimental station.

In asking for dismissal without prejudice of its application last week, Storer said it had been prepared to spend more than $750,000 for the test to help the FCC reach a "sound solution" to the tv allocations problem. But the likelihood of lengthy hearings and legal delays implicit in a May 22 decision by the U. S. Court of Appeals for the District of Columbia promises to make the experimental tv station "impracticable," Storer claimed.

Storer added that WVUE would continue to serve the "greater Delaware Valley from its present transmitter location at Pitman, N. J."

The May 22 court decision ruled that the FCC "erred" in granting, without hearing, an application by WJMR-TV New Orleans for experimental operation on ch. 12 [GOVERNMENT, May 26]. The experimental transmitter was less than the minimum required mileage from co-channel WJTV (TV) Jackson, Miss., which had charged WJMR-TV was "not proposing a *bona fide* experiment." WJMR-TV (ch. 20) was broadcasting its programming simultaneously on ch. 12.

Just Off the Press!



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Five More Legislators Favor Removing Excise Tax From Sets

Congressional sentiment for removal or suspension of the excise tax on radio and television sets and other commodities has reached a new high. Three such bills have been introduced in the House, while two senators indicated relief for the consumer is on the way.

Rep. William Bray (R-Ind.) and Rep. Frank Osmers Jr. (R-N. J.) both introduced bills which would repeal the 10% excise tax on all radio-tv sets as well as other electrical appliances. Rep. Osmers' bill, like a measure introduced by Rep. Harold R. Collier (R-Ill.), also would remove the 10% tax on communications.

All three bills were referred to the Ways & Means Committee, which now has pending eight bills to remove the tax on all tv sets. In addition, the committee has pending four bills which would exempt all-channel (uhf) sets only from the tax; three to reduce the tax on all tv sets to 5%; one to reduce the tax to 5% on all-channel sets only, and one bill which would suspend the 10% levy on all receivers for one year.

On the other side of the Capitol, Sen. Norris Cotton (R-N. H.) proposed a "moratorium" of excise taxes to promote a "nationwide bargain sales." The tax suspension should last until the end of this year or early 1959, he said. Sen. Styles Bridges (R-N. H.) also noted the need for adjustments in excise taxes, including those on radio and tv sets.

Window Firm Settles FTC Charge

Famous Window Co. of Pennsylvania, Pittsburgh, has agreed not to use bait advertising for its storm windows, screens and doors. A consent order signed by the firm was announced last week by the Federal Trade Commission. The action grew out of an FTC complaint a year ago charging that Famous Window used misleading bait techniques in advertising on radio, tv and in newspapers. The consent order is for settlement purposes and is not an admission of violating the law.

Federal ETV Subsidy Backed by Committee

The Senate Interstate & Foreign Commerce Committee last week unanimously approved a bill (S. 2119) introduced by its chairman, Sen. Warren Magnuson (D-Wash.), which would provide up to $1 million for each state to aid in the development of educational television.

Sen. Magnuson predicted that the Senate would take speedy action on the measure, introduced a year ago last week [GOVERNMENT, May 27]. Hearings were held in April [GOVERNMENT, April 28], with only the Health, Education & Welfare Dept.—which will have the responsibility of administering etv grants to states under the bill—expressing opposition.

The bill, as reported out, included one important change from the original draft. It was amended to make it possible for etv stations operating under non-profit organizations to receive federal grants. Originally, the bill provided that a station must be under the direct supervision of the state supervisor of public schools.

Sen. John W. Bricker (R-Ohio), ranking minority member of the committee, cosponsored the bill with Sen. Magnuson.

Under provisions of the bill, a state may receive more than one grant for etv, "but the total of such grants to any state shall not exceed $1 million." The District of Columbia, Hawaii and Alaska also are eligible for federal assistance.

Action on Slow Uhf Builders Urged by L. A. Tv Applicant

William E. Sullivan, former announcer at several midwestern radio stations and partner with Frederick Bassett in a contested application for ch. 34 in Los Angeles, last week called on the FCC to deal more harshly with uhf permittees who are reluctant to build their stations.

Mr. Sullivan charged the FCC has "unwittingly caused the failure of a truly nation-wide competitive television industry, due to a lack of attention and other work pressures."

The FCC early last month again considered, but took no action on, the question of uhf permittees who have repeatedly asked for renewed extension of the date on which they are required to complete construction to retain their permits; also considered were those uhf's which have gone off the air, but which are holding their construction permits in the hope uhf competitive and economic problems will be alleviated.

"The Commission," Mr. Sullivan said, "is passively backing the now monopolistic holders of government-granted uhf facilities and new prospective competitors have no opportunity to use the locked-up channels." Some permittees have held permits for six years, he said.

He asked allocation of more uhf channels to the 10 major cities and called on the FCC to enforce its rules by which a permittee forfeits his grant if he doesn't build in the maximum period of eight months after grant.

A year ago this picture would have had to be faked

Until recently, nobody knew how to make thin Stainless Steel sheets as wide as the one you see here. But aircraft manufacturers needed a sheet like this, so United States Steel found a way to do the job. A standard-size sheet of Stainless Steel is inserted between two heavy carbon steel plates and the plates are welded shut around the edges. This steel sandwich is then heated and rolled, widening the Stainless sheet inside. A Stainless sheet as wide as 120 inches can be produced to exceedingly close tolerances with this ingenious method . . . one more way that United States Steel's versatile facilities develop better steels for better products.

USS TRADEMARK **United States Steel**

JUSTICE IN ON CH. 10 HEARING

The headline-making Miami ch. 10 television case was designated last week for hearing by the FCC, acting upon a mandate by the U. S. Court of Appeals for the District of Columbia remanding the case to the Commission [GOVERNMENT, April 21].

The FCC membership (new Comr. John S. Cross not participating) ordered a prehearing conference in Washington June 23 on four issues involved in the 1957 grant of ch. 10 in Miami to Public Service Television Inc., a subsidiary of National Airlines.

The Commission, significantly, also ordered that the presiding officer at the hearing permit the Justice Dept. to participate in the hearing, "upon request made," as *amicus curiae*. The appeals court in its decision had said Justice should be a party.

The four issues:

(1) Whether any FCC member who participated in the ch. 10 grant should have disqualified himself from voting.

(2) Whether any one influenced or attempted to influence the FCC in the award of ch. 10 "in any manner whatsoever except by the recognized and public processes of adjudication."

(3) Whether any party to the proceedings "directly or indirectly secured, aided, confirmed, ratified or knew of any misconduct or improprieties. . . ."

(4) Whether, from these issues, the grant was "void *ab initio* [from the beginning]" and if not whether it was voidable and should have been set aside; whether any of the four applicants "was and is disqualified" for a grant, and whether the conduct of any applicant, even if not disqualifying, has been such as "to reflect adversely upon such applicant from a comparative standpoint."

Last week's FCC action was the latest development in a furor over the ch. 10 grant which had its beginning when the House Legislative Oversight Subcommittee began hearings last February [GOVERNMENT, Feb. 10] and developed testimony charging that former Comr. Richard A. Mack sold his vote to the winning applicant in Miami for $2,650 [LEAD STORY, Feb. 17].

The climax was when Comr. Mack resigned [GOVERNMENT, March 10]. His resignation from the FCC came after internal wrangling among the members and staff of the House subcommittee brought the resignations of its chairman, Rep. Morgan Moulder (D-Mo.), and its chief counsel, Dr. Bernard Schwartz, over how the investigation should be conducted. The House subcommittee, now headed by Rep. Oren Harris (D-Ark.), also questioned other commissioners about fraternization with members of the broadcast industry. The committee probe is still going.

The FBI entered the case when it was revealed that money and other considerations had been given to Comr. Mack by Thurman A. Whiteside, Miami attorney, whom Mr. Schwartz had described as a "fixer" working in behalf of National Airlines, winning applicant.

A federal grand jury in Washington began closed sessions immediately after Comr. Mack's resignation, hearing testimony from Mr. Mack, Mr. Schwartz, Mr. Whiteside, all the four applicants in the contest and FCC representatives. Its investigation also is still going and has reached out into cases involving other FCC grants.

Attorney General William Rogers noted last week that the appeals court specified that the Justice Dept. should be a party to the upcoming FCC hearing and added, "We will comply with the request of the court." He said Justice's role as *amicus curiae* will be announced formally in a few days.

In announcing the hearing last week, the FCC said consideration will be given to holding hearing sessions at locations other than Washington, leaving open the possibility some or all the sessions may take place in Miami or elsewhere. "All parties to these cases" before the FCC may participate if request is made by June 5, with opportunity for cross-examination and rebuttal testimony, the FCC said.

The FCC, in issuing its order last week, did not specify that it would be held by one of its regular FCC hearing examiners, but by "a presiding officer." Although the Commission has not made a choice of who will hear the case, it is understood a search is on for an outstanding jurist—a state or municipal judge, a retired judge, an outstanding lawyer, or perhaps an examiner from another government agency. If the FCC is unable to find such a presiding officer, it was said, one of the FCC's examiners may be assigned to the case. The person selected would have to agree to submit to the Civil Service Commission for special appointment to ensure proper legal safeguards.

The idea of using a retired federal judge was dropped after it was realized that the case is on remand from a federal court which still retains jurisdiction over the outcome and that such retired federal judges are on tap for further work as needed by the federal courts.

The three other applicants for Miami ch. 10 in addition to the National Airlines subsidiary are WKAT-AM-FM Miami, L. B. Wilson Co. (WCKY Cincinnati) and North Dade Video Inc. The National Airlines station, WPST-TV, has been on the air since last Aug. 1.

J. Frank Katzentine, owner of WKAT-AM-TV, and George T. Baker, president of National Airlines, charged each other in testimony at the House subcommittee hearings with using "pressure" in Washington before the FCC grant was made.

Pittsburgh Asks Additional ETV

The Pittsburgh educational tv organization last week asked the FCC for permission to operate a second non-commercial, educational tv station in that city. It filed an application for ch. 22, to be operated for direct broadcasts to school rooms, in addition to its present WQED (TV) on ch. 13.

Last July the educational station asked the FCC for ch. 47 in addition to ch. 13 [GOVERNMENT, July 1, 1957]. Ch. 47 is held by WTVQ (TV) which has never begun operating but which still holds a construction permit. Recently WQED asked the FCC to assign ch. 22 to Pittsburgh, and last week's application was filed contingent on the Commission making that move. It plans to build the uhf station for $150,000 and spend $40,000 a year in operations.

NEWEST MEMBER of the FCC, Comr. John S. Cross (r), is sworn into office during Commission ceremonies by Chairman John C. Doerfer [AT DEADLINE, May 26].

WHAS-TV Back Before FCC With Fifth Tall Tower Proposal

WHAS-TV Louisville, which has been trying for four years to increase its rural coverage in Kentucky and southern Indiana, last week asked the FCC to approve its latest (fifth) proposal for a tall, tall tower.

The Louisville station's proposal for a tower 1,859 feet above ground to be located at a site 17 miles northeast of the city was turned down by the Washington Airspace panel last February. Four other tall tower proposals have been rejected by either that group or the New York Regional Airspace Subcommittee, the first in 1954.

Last week Victor Sholis, vice president and director of WHAS-AM-TV, requested, in hearing before FCC Hearing Examiner Charles J. Frederick, that the FCC approve the proposed tower despite the airspace groups' disapproval and the opposition of aviation interests. WLEX-TV and WKXP-TV Lexington (both uhf) and WKRC-TV Cincinnati, stations which object to the increased coverage WHAS-TV would have in their directions.

Supporting the WHAS-TV proposal were Orrin Towner, chief engineer, who described plans for lighting and marking the tower which are looked upon by broadcasters as unusual; Prof. H. Richard Blackwell, director of the U. of Michigan's visual research lab, who testified in the hearing last week that the proposed lighting will satisfy visibility standards more than adequately, and Lowell Wright, independent aviation consultant.

Mr. Sholis said WHAS-TV has examined 27 tower sites and has had six sites under option. WHAS-TV's earlier site proposals, planned for a "more logical" area southeast of Louisville, also were turned down by the airspace groups. WHAS-TV witnesses testified Monday through Thursday. Opponents will be heard when testimony resumes tomorrow (Tuesday).

FCC Examiner Favors Ch. 11 For N. D. Broadcasting Co.

North Dakota Broadcasting Co. was favored for a new tv station on ch. 11 in Fargo, N. D., in an initial decision last week by FCC Hearing Examiner Elizabeth C. Smith.

Involved was the competing application of Marvin Kratter, doing business as Fargo Telecasting Co., which was dismissed at Mr. Kratter's request early this year. Prior to this dismissal ch. 6 WDAY-TV Fargo had been granted a petition for intervention in the case. Issues included the question of overlap between Fargo ch. 11 and ch. 4 KXJB-TV Valley City, N. D., also owned by North Dakota Broadcasting. The question of concentration of control was also raised in the light of the applicant's other broadcast holdings in North Dakota.

North Dakota Broadcasting is the licensee of KSJB Jamestown, KXJB-TV Valley City, KBMB-TV Bismarck and KCJB-AM-TV Minot, all North Dakota, and the permittee of KXAB-TV Aberdeen, S. D.

Eastern Renews Ch. 10 Fight

Eastern Airlines, which last year sought to intervene in the Miami ch. 10 proceedings before ch. 10 was granted to a subsidiary of National Airlines, Eastern's fierce rival for airline business, last week renewed its petition to the FCC to intervene. The ch. 10 case was remanded to the FCC last month by the U. S. Appeals Court for the District of Columbia following controversial hearings by the House Legislative Oversight Subcommittee involving the integrity of former Comr. Richard A. Mack. Eastern said last week that although the FCC had dismissed Eastern's petition made in February 1957, the language of last month's appeals court decision "might imply the necessity" of a formal pleading for Eastern.

Hassle Over Beaumont Ch. 6 Back in Court Following Appeal

The four-year-old Beaumont, Tex., ch. 6 case was back in court, following a second appeal by the Enterprise Co. The Enterprise Co. (*Beaumont Enterprise* and *Journal*-KRIC) was one of three applicants for the vhf channel. The appeal was filed last month.

The newspaper company asked the court to set aside an April 21 supplemental decision by the FCC which affirmed the 1954 grant to the Beaumont Broadcasting Co. (KFDM). This was remanded to the FCC by the court in 1955 following an appeal by the Enterprise Co. Last March an FCC examiner recommended that ch. 6 be granted to the newspaper company, following a second hearing. Last month, however, the FCC voted to affirm the original grant. Comrs. Robert T. Bartley and Frederick W. Ford did not participate in this decision.

Key to the contested case is the arrangement whereby Houston publisher-broadcaster W. P. Hobby loaned $55,000 to KFDM in exchange for an option to purchase 32.5% interest in a new corporation to be formed to be the licensee of KFDM-TV. KFDM used this mony to pay unsuccessful applicant KTRM Beaumont its out of pocket expenses to withdraw from the three-cornered race. Mr. Hobby had a 10% interest in KTRM and an option to acquire 35% of that station in the event it was successful in winning a tv grant. The new Hobby-KFDM transaction came after KFDM had been granted the vhf channel, but while a petition for reconsideration was pending before the FCC. Mr. Hobby is president of the Houston Post Co. (*Houston Post*-KPRC-AM-FM-TV).

In its new appeal the Enterprise Co. maintains that the FCC failed to find that the arrangement between Mr. Hobby and KFDM changed the nature of the KFDM application.

No Way Out of Tax on Tv Loot, Published IRS Ruling Affirms

A ruling published last week by the Internal Revenue Service emphasized the impossibility of avoiding taxes on television quiz show winnings—even when the money is going to a tax-exempt organization.

The question was raised last year when the executive director of a tax-exempt organization agreed to go on a giveaway show with the understanding that winnings were to be paid his group. When he won "60x" dollars (paid directly to his organization), he contended he did not have to report it since

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HOME FROM THE HILL?

Who says there is no rest for the weary—the FCC and its 1958 trips to Congress, that is. For what little encouragement it is to the Hill-weary (or wary) FCC, House Speaker Sam Rayburn (D-Tex.) predicted last week that Congress would adjourn by Aug. 15—leaving only 2½ more months for that body to question and investigate the FCC.

Rep. Rayburn made the prediction when asked if he agreed with an earlier Republican statement that Congress would be ready to go home by Aug. 10. "I would say they are at least five or six days optimistic," the Speaker commented.

And, even adjournment by Aug. 15 would constitute an extra long election year session for Congress, which usually gets adjournment fever in early June of the even numbered (election) years.

he was acting as agent for the tax-exempt group, fulfilling part of his job, which entails fund-raising.

IRS denied the reasoning, saying the winnings constitute gross income not to the organization but to the executive director who therefore owed taxes on the amount. In practice the only tv winnings that go without being taxed by the U. S. Treasury are small winnings turned over to charity or some tax-exempt source and which do not push the donor's total contributions over the 20-30% limitation. IRS has made one exception. If a member of a religious order pledged to lifetime poverty wins money on a tv show, he may turn it over tax free to his order. IRS agrees that he can be considered to have no income.

Ch. 3 Transfer Refusal Upheld

The FCC has been upheld in its refusal last September to move ch. 3 from Philadelphia to Atlantic City, N. J., requested by David E. Mackey (holder of ch. 52 there). A unanimous three-judge Washington appellate court ruled that the FCC acted properly in denying the petition. Philadelphia's ch. 3 is assigned to WRCV-TV.

CO-OP TAX DISCOUNT BAN FOUGHT

The Internal Revenue Service proposal to eliminate cooperative advertising as a price discount for manufacturers' excise taxes met vigorous opposition at a hearing in Washington last week. A total of 41, representing manufacturers, advertisers and agencies attended, and others filed protests against the proposed tax ruling.

The Advertising Federation of America on behalf of 30,000 members said a definition of price which fails to allow advertising discounts is in effect a tax on money spent for advertising and therefore a tax on advertising. "This, of course, will have a seriously damaging effect on industry as a whole and it will be particularly damaging to local advertising media where it is estimated as much as 90 cents of the cooperative advertising dollar is spent," AFA said.

Witnesses agreed in objecting that the proposal reverses earlier rulings by the IRS and Congressional intent.

Electronic Industries Assn. endorsed present IRS rulings allowing a manufacturer to pay excise on the price after advertising allowances are deducted, saying these have become settled law and cannot be reversed "by mere administrative action." EIA and AFA both referred to interpretations made for the House excise tax subcommittee in 1956. EIA cited a statement of the House subcommittee report that the forthcoming IRS ruling would confirm the current interpretation with "no change recommended."

The tax clarification originally was demanded by the House Ways & Means excise subcommittee headed by Rep. Aime Forand (D-R. I.).

The Federal Excise Tax Council said, "The added tax will contribute to the current decline in consumer sales." It also protested the ruling would reverse IRS policy of long standing, "publicly affirmed to the House subcommittee two years ago."

The National Assn. of Manufacturers was among those protesting the excise proposal and individual manufacturers represented, included Columbia Records, CBS Hytron, General Electric, Raytheon, Sylvania, Philco and RCA-Whirlpool.

For manufacturers acting under prior special rulings, the new regulation will take effect when published. Others will be subject to three-year retroactivity, but unless amounts involved are large, this is not likely to be enforced, an IRS spokesman said.

Rep. O'Hara Leaving Congress To Enter Private Law Practice

Rep. Joseph P. O'Hara (R-Minn.), a member of the House Interstate & Foreign Commerce Committee and its Legislative Oversight Subcommittee, has announced that he will retire from Congress at the end of his current term. He plans to enter private law practice either in his home state or in Washington, D. C.

An 18-year veteran of Congress, Rep. O'Hara surprised colleagues with the announcement. He is second-ranking minority member of both committees and would have stepped up to ranking Republican next January. Rep. Charles A. Wolverton (R-N. J.), chairman of the committee during the 83d Congress, had announced his retirement several months ago.

Rep. OHara, as a member of the committee in 1952, played an active role in adoption of the McFarland Amendment to the Communications Act.

Wanamaker Stymied Again; Mistrial Ruled in Oklahoma

Mrs. Pearl A. Wanamaker, former Washington state superintendent of public instruction, has suffered another setback in her multi-million dollar libel suit against affiliates of MBS.

In Oklahoma City, federal District Judge W. R. Wallace on May 21 declared a mistrial after a jury reported it was unable to come to an agreement. Mrs. Wanamaker sued Oklahoma stations KOCY Oklahoma City, KOME Tulsa and KGWA Enid for $100,000.

The chain libel suit is based on a broadcast by MBS commentator Fulton Lewis Jr. in January 1956. Mr. Lewis linked Mrs. Wanamaker with Communism [GOVERNMENT, Jan. 16, 1956]. The Washington official (she since was defeated for re-election to her school post), filed suit against more than 30 MBS affiliates for damages of $2 million. Early in 1958 the suit in Baltimore resulted in a hung jury. A verdict for $10,000 in Mrs. Wanamaker's favor in Walla Walla, Wash., is awaiting a ruling on a motion for a new trial. Mr. Lewis has filed a counter claim against Mrs. Wanamaker for malicious litigation.

Two Am Grants Finalized

The FCC last week finalized two previous initial decisions and made am grants to Jackson County Broadcasting Co. for a new outlet on 1320 kc with 500 w, day, in Maquoketa, Iowa, and to Philip D. Jackson for a new am on 800 kc with 1 kw, day, in Weed, Calif. In the case of the Maquoketa grant, the Commission also denied a petition by Jackson County Broadcasting to strike exceptions of KROS Clinton, Iowa.

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UPI BORN OUT OF MERGED UP-INS

- **Telenews to be continued by Hearst Metrotone Inc.**
- **Bartholomew made chief; Justice Dept. investigates**

The consolidation of International News Service with United Press Assns. to form United Press International was confirmed in an announcement May 24 [AT DEADLINE, May 26].

The fate of the INS-Telenews operation, which supplies tv newsfilm and programming to stations throughout the country, was clarified later in the week: the organization will be continued by Hearst Metrotone Inc. It was explained that Telenews was not involved in the merger because the organization is owned 50% by Metro-Goldwyn-Mayer and 50% by the Hearst Corp., which also owned INS and International News Photos, both of which were covered in the consolidation.

The announcement of the merger did not touch upon the financial considerations involved but it was reported that an undisclosed amount of UP stock will be paid to the Hearst Corp.

Frank H. Bartholomew, president of United Press, becomes president of UPI. Kingsbury Smith, general manager of INS, will serve as vice president and associate general manager. The board of UPI will be enlarged to include William Randolph Hearst Jr., editor-in-chief, Hearst Newspapers; J. D. Gortakowsky, chairman of the board of Hearst Consolidated Publications Inc., and G. O. Markuson, vice president and treasurer of the Hearst Corp.

Mr. Bartholomew said that "the consolidation of the two services will assure a stronger competitive news and pictorial news-report to newspapers, radio and television stations through the entire civilized world." He indicated that "economics" was an "important factor" in the merger, citing "steadily rising costs."

Attorney General William Rogers said Tuesday the Justice Dept. should be able to announce its position within the "next few days" on whether it feels a violation of the Clayton Antitrust Act is involved in the merger, following a meeting last Monday of Assistant Attorney General Victor Hansen, antitrust chief, and Justice lawyers, with UPI President Frank H. Bartholomew and counsel. Mr. Hansen said he heard rumors of the merger and sent telegrams to UP and INS officials asking that the merger not be consummated until Justice had studied the plans. Mr. Bartholomew replied that the merger had been reached May 16, but was not announced at that time pending various operational arrangements.

Chairman Emanuel Celler (D-N.Y.) of the House Judiciary Committee said Monday the merger emphasizes the need for passage of his bill (HR 7698) to require that the Justice Dept. be notified of mergers beforehand. The bill was reported to the House by the Judiciary Committee May 27, 1957, but has been held up in the House Rules Committee since then.

He felt that competition may have been "substantially" lessened as that term is used in the Celler-Kefauver Amendment to the Clayton Act, and that "undoubtedly, the public's opportunity to get news has been 'substantially' diminished."

Sen. Estes Kefauver (D-Tenn.) said Tues-

FINAL *negotiations of the UP-INS merger were consummated by (standing l to r) Raymond McCauley, INS general counsel; Harvey Lipton, INS attorney; Joseph R. Fawcett, UP attorney; Glen Offenbacher, UP attorney; J. D. Gortatowsky, Hearst Consolidated Publications Inc. board chairman; J. Kingsbury Smith, INS general manager; Mims Thomason, UP vice president-general business manager; Robert L. Frey, UP executive assistant to president; (seated l to r) E. K. Bryan, UP attorney; Frank H. Bartholomew, UP president-general manager; Richard E. Berlin, Hearst Corp. board chairman, and Lee Keller, UP vice president-general sales manager.*

BIG 7

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S.C.

OVER THE PIEDMONT CAROLINAS

1,788,361 PEOPLE*
WITHIN THE WSPA-TV 75 MILE AREA

IT'S BIGGER THAN

ATLANTA 1,557,764
BIRMINGHAM . 1,427,783
NEW ORLEANS . 1,260,360
HOUSTON 1,226,924
MIAMI 699,103

CBS

CHANNEL 7 IS THE FIRST AND ONLY VHF STATION COVERING THIS GIANT SPARTANBURG - GREENVILLE SUPERMARKET WITH CBS.

* Counted population
A. D. Ring and Assoc.
1950 Census.

CHANNEL 7

WSPA-TV
GEO. P. HOLLINGBERY
NATIONAL REPRESENTATIVES

day he had asked the Justice Dept. to "seriously consider" seeking a preliminary injunction against the merger. He also urged passage of pre-merger-notification legislation now before the Senate Antitrust & Monopoly Subcommittee of which he is chairman.

An INS official estimated that only about 10% of the total INS force of about 600 editorial, business and operational employes will be retained by UPI. UP said none of its staff would be discharged.

The United Press was created in 1907 by E. W. Scripps, who also was the founder of the Scripps-Howard Newspaper Group. Controlling interest in the UP and the newspaper group is still retained by E. W. Scripps Co. INS was founded in 1909 by the late William Randolph Hearst. It was wholly-owned by the Hearst Corp.

UP services about 1,900 radio-tv station clients. No figure was available on INS' station list but it is estimated to be "less than 100" and includes the four radio networks. The INS wire reportedly was used by stations largely as a supplemental wire.

A UPI official said all INS contracts will be assumed by the new agency. He stated these contracts will be "negotiable" between UPI and its clients, where duplicate coverage existed. He said in the event that stations subscribed to both UP and INS, UPI would attempt to sell the station a supplementary wire, such as sports, business, or local, that the client might not already have.

Telenews was regarded as probably the most active broadcast unit of the Hearst Corp. Telenews serviced 158 stations and ABC-TV with daily newsfilm strips running from five to 12 minutes; a weekly news review program of 15 minutes and a quarter-hour "this week in sports" program. The organization also supplied a 15-minute farm news filmed show, which recently completed a 13-week cycle on 64 stations under the sponsorship of The American Cyanamid Corp.

Robert H. Reid, who was television sales manager of INS, covering Telenews, has been named general sales manager of Hearst Metrotone's Telenews operation. He was in the process of assembling a staff, since former Telenews salesman had been on the INS payroll and had been discharged. It is likely that some of the INS personnel will be hired by Mr. Reid.

Hearst Metrotone also distributes "news of the day" newsreel to theatres.

Telemeter's Novins Confident That Pay Tv Still Has Future

Shutdown of the Bartlesville, Okla., closed-circuit community toll tv system after eight months [PROGRAM SERVICES, May 26] has not discouraged International Telemeter Corp., developer of the Telemetering coin-box system of pay tv. On the contrary, Louis A. Novins, ITC president, said last week that the Bartlesville experience with service offered for a flat monthly fee confirmed Telemeter's belief that "an effective pay television system must (1) identify each program purchased by each subscriber; (2) provide the means for varying prices depending on the attractiveness of the entertainment offered and (3) provide the viewer with complete freedom of choice as to the selection of his programs."

Mr. Novins asserted that "around the end of this year, Telemeter will be in operation in several communities" with such a system. His office declined to identify these communities until all details for the installations have been fully worked out. This caution is not surprising after the experience of ITC and Skiatron in Los Angeles where, after fighting for months to get city franchises to install their systems, they then found themselves faced with a public referendum battle and surrendered their franchises instead [PROGRAM SERVICES, March 3].

Commenting that one conclusion of the operator of the Bartlesville toll tv system was that other types of programming than motion pictures are needed for success, Mr. Novins said: "Telemeter is now actively engaged in organizing a separate corporation with experienced personnel to develop and obtain a wide variety of live programs, both local and national. In a matter of weeks, Telemeter will make announcements signifying that pay television is moving from conversation into hardware, from planning into the market place."

Goodson-Todman Set Busy Summer

Goodson-Todman Productions, New York, has announced it will have 22 half-hour programs running weekly on the tv networks this summer (up from last summer's 17 half-hours weekly), claiming this to be a record for an independent package producer. Seven live and two film series are involved. The firm has sold *Number Please* to CBS-TV for the Tuesday 8:30-9 p.m. period starting in early July as the replacement for *Wingo*, now defunct. Other series set this summer include *Beat the Clock, Play Your Hunch, To Tell the Truth, I've Got a Secret, Undercurrent* and *What's My Line*, all on CBS-TV, and *The Price Is Right* and *Jefferson Drum* on NBC-TV.

Weaver Gets Double Tv Exposure On Camera and as Film Producer

Sylvester L. (Pat) Weaver Jr., former NBC president and board chairman and now a tv consultant, will get a "double exposure" this week, on tv itself and as the supervising producer of a new live tv film series being offered for sale next season.

Mr. Weaver will be the guest on next Sunday's (June 8) *Mike Wallace Interview* on ABC-TV (10-10:30 p.m.) Mr. Wallace currently is host of a special series on the theme of "Survival and Freedom" presented by ABC-TV in association with The Fund for the Republic. Said Mr. Wallace, "We plan to ask him how well he feels television is living up to his idea, expressed several years ago, that it must be the instrument which prepares us for progress into tomorrow's good society or steels us to fight for our democratic way of life."

Mr. Weaver's new live tv series—a pilot will be made today (Monday) in New York—is called *Are You a Star?* The series, starring comedian Jim Backus, is being prepared by Mr. Weaver's Program Service Inc., which is responsible for production supervision, and is aimed for the fall season. Producer is George McGarrett. The series will have fledgling actors or actresses competing with one another in comedy sketches in which professional talent will be employed.

Truman Urges Toll Tv Trial In Letter to Virginia Paper

Ex-President Harry S. Truman last week reiterated his belief that pay tv should be given a trial because it has "great possibilities." In a letter to his old Democratic friend, Clayton Fritchey, publisher of the *Northern Virginia* (Arlington) *Sun*, Mr. Truman said "there is no reason why this could not be accomplished under proper safeguards established by the FCC."

Last October Mr. Truman voiced these views in a talk to the NAB regional meeting in Kansas City [TRADE ASSNS., Oct. 14, 1957]. At that time he told broadcasters he felt they should "at least have the opportunity to conduct pay tv" since they are subject to federal regulation. He contended the public should make the ultimate choice. He told broadcasters at that time that he knows little about subscription tv and "probably cares less."

Mr. Fritchey is a former editor of *Democratic Digest*, party organ, and held the top Defense Dept. public relations post during the Truman administration.

This is another WMT spectacular.

(WMT is that CBS radio station in Eastern Iowa whose mail address is Cedar Rapids, and whose national representative is The Katz Agency.)

A spirited defense of 'modern' radio: Adam Young report testifies that it works

A 24-page study designed to dispel the "myth" that "modern radio" caters mainly to rock 'n' roll-loving teenagers is being released today (Monday) by Adam Young Co. [AT DEADLINE, May 26].

The special report on "The Audience of Modern Radio"—based on a Pulse study conducted last fall in 10 major markets—contends that: (A) the audience of "modern" radio stations is predominantly adult (84.9% as against 11.7% teenagers and 3.4% children); (B) "modern" radio stations reach more adults than "oldline" network affiliates (50% more in the 6-9 a.m. period, 80% in the 9 a.m.-3 p.m. period, 60% in the 3-6 p.m. period); (C) "modern" radio stations reach more impressionable younger women than "old-line" network affiliates (85% more).

Markets in which the Pulse study was conducted were Los Angeles, New York, Chicago, Minneapolis, Cincinnati, Milwaukee, Atlanta, Miami, New Orleans and Seattle. Only in the latter market did the Young companies pick on a "compatible affiliate," KING Seattle—a station that, says President Adam Young, programs "similarly to independent stations." KING is an ABC Radio affiliate. In the nine other markets the study contrasted an independent with a network affiliate.

"We picked Pulse," Mr. Young said last week, "because in most agencies station buying is done according to Pulse. We felt their [Pulse's] findings would impress agency buyers."

Mr. Young further explained that while his report concentrated on major markets, sample surveys conducted in smaller markets (e.g., Greensboro, N. C.) tended to bear out his feeling that listening habits don't change very much in non-metropolitan areas.

The Young companies represent stations in five of the 10 markets analyzed but the findings in those five were not confined to client stations, Mr. Young points out.

In releasing the study, Mr. Young said he resents the "muddled thinking" that equates modern radio with rock 'n' roll music. Although his personal tastes in music don't include R & R he maintains a Voltaire-like attitude towards it. He will defend to the death a station operator's right to include R & R in his music selections assuming such programming can be justified in terms of the broadest mass audience appeal and, through it, advertiser impact.

MR. YOUNG

"Our salesmen found," he explained, "too many agency timebuyers who picked stations not on up-to-date market and audience factors but on reputations the stations had built over a period of years. Apparently it made little difference to these buyers that their image of stations had long been shattered by the arrival of modern radio."

Rock 'n' roll, according to Mr. Young, is but "one small facet of modern radio today." Granted, he said, that the single most important element of modern radio is the kind of music that inevitably determines station popularity, by itself music is not the total answer to the development of modern radio. A modern station, as opposed to "traditional" independents and network affiliates, also will stress local public service and news programming and will innovate "where others have feared to tread," Mr. Young asserted. In the realm of news broadcasts, a modern radio station will open with local news—usually delivered by on-the-spot reporters—and will rely as little as possible on wire service copy, he said.

Another thing, according to Mr. Young: modern radio station management must control music policy to the very last record "unless it wishes to surrender program dictates to the likes and prejudices of its various disc jockeys." A traditional radio station, said Mr. Young, will depend almost primarily on the Top 40, thus wind up with a station that has no personality of its own. People today must have a reason to turn to any given station; "people no longer listen to stations *per se* . . . they pick a station because they expect something."

Not only does Mr. Young feel that Top 40 is a misnomer when thought of as R & R ("After all, the No. 1 hit at WINS New York last week was the non-R & R 'All I Do Is Dream' . . .") but that it is a complete fallacy that stations can buy audiences by means of gimmicks.

"No station has enough money to 'buy' its audience . . . Furthermore, in the final analysis no station can keep its audiences—assuming for a minute that it *can* buy listeners—unless it services their likes and needs."

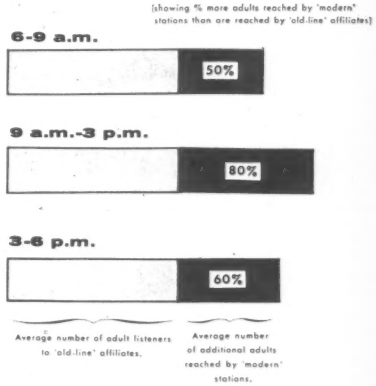
As regards the rock 'n' roll controversy, Mr. Young feels that it has been "fostered by the trade press and a certain radio net-

YOUNG'S PREMISES

1. The audience of 'modern' radio stations is predominantly adult.

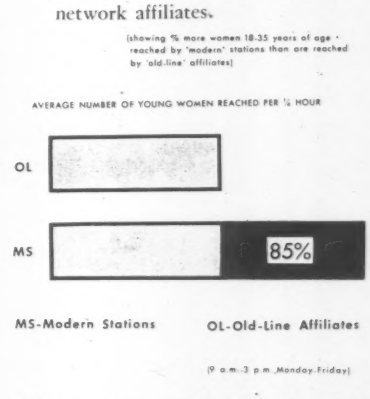
The Young-Pulse tabulations of the 10 markets showed the modern radio station with adult audience ranging from a high of 88.8% in New York to a low of 79.6% in New Orleans.

2. 'Modern' radio stations reach more adults than 'old-line' network affiliates.


(showing % more adults reached by 'modern' stations than are reached by 'old-line' affiliates)
6-9 a.m.
50%
9 a.m.-3 p.m.
80%
3-6 p.m.
60%
Average number of adult listeners to 'old-line' affiliates.
Average number of additional adults reached by 'modern' stations.

The modern station was ahead of the "old-line" in all instances save three, all during the 6-9 a.m. period, in Atlanta, Los Angeles and Milwaukee.

3. 'Modern' radio stations reach more of the impressionable younger women than 'old-line' network affiliates.


(showing % more women 18-35 years of age reached by 'modern' stations than are reached by 'old-line' affiliates)
AVERAGE NUMBER OF YOUNG WOMEN REACHED PER ¼ HOUR
OL
MS
85%
MS-Modern Stations
OL-Old-Line Affiliates
(9 a.m.-3 p.m., Monday-Friday)

The modern radio lead in the eight markets tabulated (New York and Seattle were omitted from this section) ranged from 233% in Cincinnati to 29% in Los Angeles.

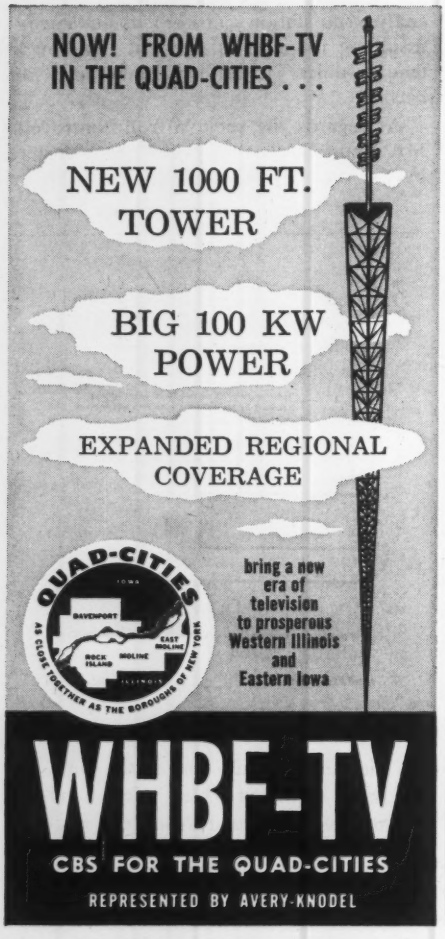
work vice president" whom he identified as NBC Radio's Matthew J. Culligan. Also serving as targets for Mr. Young's slings and arrows: Columbia Records' artists and repertoire director Mitch Miller ("who is against R & R because he's pushing album sales and sees Columbia and the other big firms being murdered by the new single-disc firms . . .") and Cunningham & Walsh's Jerome Feniger ("who in a recent talk [ADVERTISERS & AGENCIES, May 19] criticised the people who were implementing the very things he recommended at the outset . . .").

The severest critics of modern radio, Mr. Young went on, "fail to realize that programming today is no mere hit-or-miss proposition; programming today is based on long and careful study for how else do you explain that when a modern radio operator enters a new market, sets in use increase by a fantastic percentage?" These critics, he contends, "are those who have never had the problem of running a station or of building local audiences."

Much of the anti-modern radio fire emanates, Mr. Young charged, "from the networks who in olden days of radio were the 'haves' and today find themselves playing the part of 'have-nots' in terms of audiences. These are the men who are accusing independent station operators of doing the same things they themselves tried to do . . . but unsuccessfully. The successful affiliate operators today are those who on station time emulate their independent rivals."

One reason Mr. Young gives for the "passions" inherent in the current controversy is that "rock 'n' roll does not allow indifference; people either love it or they hate it." He believes those operators who are currently playing R & R "to the hilt" (and "R & R is just a passing fad . . . look at the Top 40 today as against the Top 40 of six months ago . . .") exercise a "censoring eye" on the more blatant and vulgar selections. He also dismisses the "tired refrain" that R & R programming is a contributing factor to the alarming growth of juvenile delinquency: "I feel that tv shows that glorify crime should take most of the blame . . . if any blame is to be apportioned to broadcasting."

Mr. Young questioned the "hypocrisy" of some people who charge R & R is catering to a distinct minority, thereby ignoring the wants of most listeners: "What do you think WQXR (New York) and other classical music stations are doing but catering to a distinct minority, I ask you?"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WHBF-TV
CBS FOR THE QUAD-CITIES
REPRESENTED BY AVERY-KNODEL

WMGM's 'DeGaulle' Interview Backfires as Plug for WINS

WMGM New York last week found itself the victim of a classic hoax: its facilities were used to plug rival WINS New York by someone purporting to be Gen. Charles DeGaulle of France.

WMGM's troubles began last Tuesday when it placed a direct overseas call to the home of Gen. DeGaulle in Colomby-les-Deux-Eglises; there was no answer. The station tried again Wednesday at 9:30 a.m. DST. At 10:30, the telephone rang; would WMGM now be ready to talk with M. DeGaulle? It would, and was. WMGM's Bill Edmonds rushed into a studio equipped with beeper phone and tape recording equipment as the engineer began cutting tape.

After establishing contact with "De Gaulle" (who conveniently agreed to talk in English), Mr. Edmonds identified WMGM, in answer to lengthy questions that finished with the voice on the phone finally saying "but my favorite station in New York is WINS . . . vive la France!" (click.)

WMGM, checked the New York telephone company and found that its call had not gotten through. It immediately went on the air with an announcement confessing it had been "taken." It then called WINS Vice President Jock Fearnhead. Mr. Fearnhead denied any complicity by his station.

WMGM's associate director, Ray Katz, said that the FCC has taken the case under advisement and WMGM has asked it to take "whatever action it deems appropriate."

Swezey Protests Legislators Decision for Secret Session

The Louisiana Legislature's decision to hold a closed session for consideration of the state's fiscal situation and teachers' salaries was protested Wednesday by Robert D. Swezey, executive vice president and general manager of WDSU-AM-TV New Orleans.

He said he was "shocked" by the decision "to shield deliberations from the open view of the public and the press," adding the action was in violation of the spirit and purpose of the state's public meeting law. The excuse of the legislature that more work can be accomplished in secret "is the same excuse that totalitarian governments use to justify secrets and censorship," he said.

WDSU has covered past legislative sessions by live, film and tape facilities.

L. A. Broadcasters Oppose Delayed Disaster Reporting

Proposal that broadcasters delay carrying news of disaster long enough to permit police, firemen, ambulance crews and other emergency persons to do their work without hinderance from curious spectators alerted by radio and tv found no endorsement from Los Angeles broadcasters. A spot check by BROADCASTING revealed station executives sympathetic with the public servants whose work is hampered by idle onlookers but unanimously opposed to the suggested solution.

The plan for delayed reporting of air crashes, fires and other disasters was made Tuesday by Los Angeles County Supervisor Burton Chase at a meeting of the board of supervisors. The matter was referred to L. S. Hollinger, chief administrative officer.

Several broadcasters expressed the opinion that prompt reporting of such news as the Hancock Oil fires (see page 79) kept away many who might otherwise have seen the heavy smoke and gone to investigate its cause. They agreed that emotional reporting of the "this-is-the-worst-scene-in-the-world . . . you can't-imagine-how-bad-it-really-is" variety would attract people to the scene but they termed such reporting a thing of the past.

But more public education is still needed, he declared. He urged broadcasters to impress on listeners and viewers that they can learn much more by listening and watching radio-tv than by rushing to the scene.

Such a campaign, he indicated, would be of more value to authorities than withholding news of a disaster.

"Calm unemotional reporting of the facts, coupled with requests to the public to stay away, finds most people cooperative," Robert Forward, program director of KMPC said. He cited the fire at Malibu where policemen assigned to keep the public out of the way found themselves with little to do because listeners had followed broadcast instructions and stayed away.

"Certain former privileges have to be given up when people elect to live in large cities like Los Angeles, and running after fire engines is one of them," Arthur C. Hohman, deputy police chief of Los Angeles said. "The solution is not withholding news but controlling the manner in which it is presented, he declared, pointing out that Sigalert was developed for that purpose. Sigalert is a system whereby emergency police bulletins are received by radio stations in the area and either broadcast immediately or taped for subsequent use. The matter of fact police reporting, devoid of excitement or emotion, has made Sigalert a successful tool that aids rather than hinders, Chief Hohman said.

DATELINES

Newsworthy News Coverage by Radio and Tv

LINCOLN—The five-man news team dispatched by WOW-AM-TV Omaha to cover the Starkweather trial wound up its work with delivery of the first-degree murder verdict in Lincoln, Neb. After broadcasting this bulletin, the stations featured interviews with key trial figures, including defendant Charles Starkweather.

WOWO Fort Wayne had its Lincoln correspondent on the telephone as the jury filed in and their decision was relayed seconds later to Fort Wayne listeners. Tapes of the broadcast were sent to other Westinghouse Broadcasting Co. stations in Pittsburgh, Boston, Cleveland and Portland, Ore.

KETV (TV) Omaha broadcast the verdict bulletin and within 30 minutes had a special five minute program on the air. Among film and tape interviews presented was one with the governor of Nebraska who was reached by telephone minutes after his return from the Florida governors' conference. Another interview was with the defendant's attorney, T. Clement Gaughan.

Earlier, a filmed interview with Mr. Starkweather was obtained by KOLN-TV Lincoln through a jail cell window. One of KOLN-TV's four-man team covering the court proceedings, cameraman-reporter Don Wright managed to talk to Mr. Starkweather (until chased away by a jailor) during a noon trial recess. The station's staff artist, Bob Regler, illustrated the trial for KOLN-TV viewers.

KWFT Wichita Falls, Tex., got its coverage of the trial via beeper reports from KFOR Lincoln. The Texas station carried direct reports at the time of the murders and of the confessed murderer's capture.

LONG BEACH—It got hot on Signal Hill, Long Beach, Calif., May 22, but this time it wasn't the all-jazz programming of KNOB (FM) on top of the hill. For the first time, the station had to pre-empt its jazz-only schedule, when studios were rocked by a series of explosions at the Hancock Oil Co. at the foot of the hill. Announcer Chuck Niles put the news on the air 40 seconds after it broke. For 12 hours, until sign-off, KNOB worked with Signal Hill police, broadcasting warnings to people in the area and reassurances to families of oilworkers who came to the studios. As things cooled down KNOB went back to jazz the next day.

KTTV (TV) Los Angeles started remote coverage in the afternoon and kept it up periodically through the evening. KTLA (TV) Los Angeles kept its remote units with the $15 million blaze until 1:10 a.m. KMPC Los Angeles reports it got a tip on the fire from a listener 10 minutes before the Los Angeles County firemen received the call. A KHPC mobile unit was on its way to Signal Hill less than an hour later.

SHREVEPORT—Al Crouch, news director of KENT Shreveport, La., was credited last month with obtaining news of an International Geophysical Year satellite-tracking station in that city. The AP carried the story May 21, crediting KENT with breaking it May 20 in an exclusive interview with Ed Nuttall, supervisor of electronics for the research department of United Gas, which installed the IGY secondary tracking station. KENT also recorded the sounds of Sputnik III.

MIDDLETOWN—Reports of the Nike explosion, in Middletown, N. J., were fed to more than 25 stations by WJLK Asbury Park, N. J. The station also kept its own listeners informed, as well as giving commentaries to MBS and several Canadian stations, via beeper reports from newsmen Linc Harner, Andy Parrish, Dan Akens and Frank Wilgus.

PARIS—WEWS (TV) Cleveland, Ohio, has sent two staffers here to cover the French government crisis and the Algerian rebellion. Men on the scene are Newsreel Manager George Grant and newsman Jack Moffitt. (The latter had only returned from a three-week European trip—in connection with a promotion of WEWS' *One O'Clock Club*—two days before being given the assignment.) Messrs. Grant and Moffit's daily reports will be telecast on WEWS newscasts.

KDKA Pittsburgh's News Director, Jim Snyder, is here reporting the French political scene for Westinghouse Broadcasting Co. stations. He was diverted to Paris while on his way to Brussels to cover the Benny Goodman band's WBC-sponsored concerts [ABROAD IN BRIEF, April 28; STATIONS, Feb. 17].

LONG BEACH—Six newsmen of KFOX, equipped with miniature tape recorders, staged their own raid on a gambling establishment in nearby Huntington Beach, Calif., May 16, collecting evidence of alleged illegal gambling operations and possible police corruption. One staffer tape recorded the words of the operator of the place as he told reporters he'd never be raided because he was paying for protection.

Pat Michaels, KFOX news manager, said that he telephoned a formal complaint to Huntington Beach police and subsequently broadcast the recording. Now, reports KFOX, Mayor Earl Irby and Police Commissioner Ray D. Bryant have launched a full-scale investigation of the town's police department.

Another expose by the station—narcotics traffic in the Orange County Jail—earned a commendation by Rep. Craig Hosmer (R-Calif.). The legislator telephoned from Washington to commend KFOX.

FORT WORTH—Working from a long-range flood coverage plan, KFJZ-TV Fort Worth, Tex., as the current flood season got underway, placed its entire facilities at the disposal of Civil Defense authorities. Shortly after Civil Defense ordered a 24-hour watch of river and lake levels, KFJZ-TV stationed a mobile unit at CD headquarters, telecasting hourly water level readings and a CD officer's statement of conditions. Then when an evacuation became necessary at 1:30 a.m., it was orderly, calm and efficient, KFJZ-TV reports.

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Narrated by

Lowell Thomas

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◆ Here is an inside look at President Garcia at work in Malacanang Palace, the Philippine White House. The film includes a special sequence on his role as host to the SEATO conference, which helped firm up the anti-Communist alliance in Asia. There are live sound statements by Secretary of State John Foster Dulles and Philippine President Garcia, also intimate glimpses into the workday and the private home life of President Garcia . . . including Cabinet Meetings, as host at a state dinner for SEATO foreign ministers . . . receiving a newly appointed ambassador . . . talking with a delegation of American boys . . . welcoming world-renowned personalities, Marian Anderson and others . . . relaxing with his family . . . playing chess . . . with a final interview of broad impact on tomorrow in Asia!

◆ A remarkably different public service film for the TV program director seeking to give his viewers a fresh insight into Asia and President Garcia's objectives for the betterment of Philippine-American understanding.

◆ Produced by Alfred Wagg Pictures, narrated by Lowell Thomas, directed by Alfred Wagg, written by Joe DiMona, photographed in 35mm black and white, and 16mm prints are available, with synchronized sound and music.

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CHANGING HANDS

TRACK RECORD ON STATION SALES, APPROVALS

ANNOUNCED *The following sales of station interests were announced last week. All are subject to FCC approval.*

KITE SAN ANTONIO, TEX. • Sold to Connie B. Gay, multiple station owner, by Charles W. Balthrope for $250,000. Mr. Balthrope will retain ownership of KITE-FM and will serve as consultant to KITE. The sale was handled by Hamilton, Stubblefield, Twining and Assoc. KITE is on 930 kc with 1 kw, day.

KSO DES MOINES, IOWA • Sold to N. L. Bentson, Joseph R. Floyd, Edmund R. Ruben and Tony Moe by KSO Inc., Lyman S. Ayres, president, for $202,500. Messrs. Bentson, Floyd and Ruben also own WLOL Minneapolis, KELO-AM-TV Sioux Falls, KDLO-TV Florence, and KPLO-TV Reliance, all South Dakota. Anton J. Moe, sales manager of WDAU-TV Scranton, Pa., will be general manager of KSO, it was announced. Sale was handled by Allen Kander and Co. KSO is on 1460 kc with 5 kw.

KGEE BAKERSFIELD, CALIF. • Sold by Carl E. Haymond and associates to comedian Danny Thomas and his manager, Eli Parker, for $150,000 plus assumption of liabilities totaling almost $70,000. Mr. Thomas will own 90%, Mr. Parker 10% of the 250 w, 24-hour independent on 1230 kc. C. Dexter Haymond will remain as manager of station under consulting contract for one year.

KLYK SPOKANE, WASH. • Sold to Harold Lampbell, 50% owner of KINK Phoenix, for $120,000 by D. Gene Williams and Delbert Bertholf, multiple station owners. The sale was handled by Jack L. Stoll and Assoc. KLYK, formerly KSPO, operates on 1340 kc with 250 w.

WGOL GOLDSBORO, N. C. • Sold to Better Advertising Inc. of Kinston, N. C., headed by William S. Page, president, and Jack P. Hankins, secretary and general manager, for $35,000 by Wayne Broadcasting Co. Messrs. Page and Hankins own and operate KELS Kinston. The sale was handled by Paul H. Chapman Co. WGOL operates on 1300 kc with 1 kw, day.

APPROVED *The following transfers of station interests were approved by the FCC last week. For other broadcast actions see* FOR THE RECORD, *page 91.*

WTVP (TV) DECATUR, ILL. • Sold by W. L. Shellabarger and others to businessmen headed by George A. Bolas, media director, Tatham-Laird Inc., Chicago agency, for $200,000 for stock and debentures plus lease of premises for $20,000 a year for five years with the opportunity to buy for $225,000. The station is on ch. 17 and is affiliated with ABC-TV.

KOMA OKLAHOMA CITY • Sold 10% to Raymond Ruff, acting manager, by the other partners for $35,000. The FCC also approved the transfer of 10% of KOMA to Bessie von Zamft for $3,500 in a gift-purchase transaction with Donald S. Rubin, a partner in the station and a relative of Mrs. Zamft. Other partners are Arnold Lerner, Burton Levine, Myer Feldman and Harold Thurman. KOMA operates on 1520 kc with 50 kw.

KDBX (FM) LOS ANGELES • Sold construction permit to Radio Beverly Hills (KBCA [FM] Beverly Hills), Saul R. Levine, president, by James W. Hartford, Lucie Miltenberg and Rube Goldwater for $3,625 plus $8,875 for equipment. Mr. Levine is permittee of KBCO-FM San Francisco and 25% owner of KCAL Redlands, both Calif. This sale is conditioned that prior to its consummation, assignee disposes of KBCA (FM). KDBX operates on 105.1 mc with 17 kw.

KRIB MASON CITY, IOWA • Granted assignment of license to Western Broadcasting Co., William F. Johns Jr. president and 51% owner, in a stock transaction. Mr. Johns has interests in KIHO Sioux Falls, S. W., WMIN St. Paul, Minn., WOSH-AM-TV Oshkosh, Wis., and KMNS Sioux City, Iowa. KRIB operates on 1490 kc with 250 w.

Stations Not in Tampa Sale

The purchase of the afternoon *Tampa* (Fla.) *Daily Times* by the morning *Tampa Tribune* at an undisclosed price was announced last week, with the new owners to take over June 2. No transfer of real estate was involved. WDAE-AM-FM Tampa, owned by the *Times,* was not involved in the sale and will continue under the same management, it was announced. The *Tribune* owns WFLA-AM-FM-TV Tampa and the David Tennant Bryan family, majority owner, also is majority owner of the *Richmond* (Va.) *Times-Dispatch* and *News-Leader* (WRNL-AM-FM). Allen Kander & Co., Washington, handled the transaction.

COMEDIAN Danny Thomas (r) signs agreement by which he and his manager, Eli Parker, buy 250 w, 24-hour KGEE Bakersfield, Calif., for $150,000 plus assumption of liabilities of almost $70,000. C. Dexter Haymond (l) remains as manager of the 250 w independent for one year (see CHANGING HANDS).

D.J. Ted Steele Signs with WMCA

Veteran New York disc jockey Ted Steele was signed last week to a three-year contract by WMCA New York which reportedly will pay him $60,000 a year. He will handle two shows daily (except Sunday) at 11 a.m.-1 p.m. and 5-7 p.m. effective June 2. Mr. Steele, for nearly 20 years a New York radio-tv music fixture, will continue with his WOR-TV New York program until June 13.

WBBF Declares Single Rates

WBBF Rochester, N. Y., has published a new single-rate card, eliminating separate local and national rates. The station, under direction of Kenneth M. Cooper, noted current publicity on the local-national question and stated that the single rate card "is the only truly bold and real solution." The

RADIO A SUCCESS IN VIDEO AGE

It may be that tv is the consuming Saturday night interest in many households, but even in the video age WWVA Wheeling, W. Va., has radio enthusiasts flocking into the Virginia Theatre for the *WWVA Jamboree.* It's a live audience habit of 25 years standing.

After the show's 25th anniversary broadcast early in May the quarter-century box-office was figured at $2.2 million. This was racked up by more than 2 million paying guests, with broadcast revenue—hundreds of thousands worth—not taken into account.

The anniversary audience was a typical one with visitors from 16 states present for the 7:30 p.m.-2 a.m. show. The weekly influx from the 25-state signal radius has meant several millions in business for Wheeling merchants over the last quarter-century.

Cognizant of this, the Wheeling City Council and the Ohio Valley Board of Trade sent congratulatory resolutions to the Storer station on the show's 25th birthday. The governor transcribed greetings for the broadcast.

The *Jamboree's* country and western stars—more than 750 of them so far—have drawn listeners from 575-600 counties to see the broadcast. (WWVA figures its coverage in the country's northeast quadrant amounts to about 39% of the country's total population.) At last count two years ago, it was found that listeners had driven 250,000 miles to and from Wheeling for *Jamboree.*

The 25th anniversary of the *WWVA Jamboree* attracted not only a full complement of listeners and visitors but also wide publicity both in print and on the CBS network (which regularly carries a *Jamboree* segment on its *Saturday Night —Country Style).*

WBBF card lists three types of rates, the 10 a.m.-3 p.m. daytime plan, (with flat rates for 6-10 a.m. and 3-7 p.m.), evening plan and separate news rates for five-minute news shows and news headlines, all with frequency discounts.

WITH Adds Audit Service As Food Merchandising Aid

Food store audits every two weeks now are part of the WITH Baltimore food merchandising program, it has been announced by R. C. Embry, vice president of the station. The audits measure the retail volume of sales for any item or brand.

Sidney Hollander Assoc., independent Baltimore marketing research organization, will supervise the program and prepare detailed reports. The cost will be shared by a number of clients, offering participants a convenient and economical means of determining a brand's share of the market, Mr. Embry said. Special rates are available to WITH sponsors.

Brand reports will cover unit volume, unit brand share, dollar sales and dollar brand share.

Details are available from WITH or Sidney Hollander Assoc. The service will begin this month.

WNPS on Air; WTIX Moves to 690

Todd Storz, president of Mid-Continent Broadcasting Co., last month formally presented the Orleans Parish school board with WNPS, the city's new educational station that uses the facilities of Mid-Continent's WTIX [PROGRAMS & PROMOTIONS, May 12; EDUCATION, Feb. 10]. WNPS operates on WTIX' old 1450 kc, while the latter transfers to 690 kc. The educational station commenced operating at 6 p.m. at a dedication ceremony that included the mayor of New Orleans, Dr. James F. Redmond, president of the Orleans Parish school board and Mr. Storz.

KBIQ (FM) Gearing for Stereo

New highpower transmitting equipment now is being installed at Mount Wilson for KBIQ (FM) Los Angeles, new call of station formerly designated KPLA (FM). When installation is complete, late this summer, KBIQ will start daily stereophonic broadcasts in conjunction with its am affiliate KBIG Avalon (Catalina), John H. Poole, president of both stations, announced. Otherwise, Mr. Poole said, KBIG and KBIQ will be programmed independently. The stations will offer time at a combined package rate, however.

New John Blair Calculator Out

A third edition of John Blair & Co.'s saturation calculator (first issued nearly two years ago) is being made available to agencies and advertisers. The firm's theme is that in spot radio, it is saturation and circulation which make up what it terms "satureach." The calculator permits the user to see at a glance the cost of 12, 24, 48 or 96 announcements weekly for five markets or more (grouped by fives) up to 150. Also included are the costs under premium time plans.

GE Realigns Executives At Schenectady Stations

General Electric's broadcast operation (WGY-WGFM (FM)-WRGB (TV) Schenectady, N. Y.) has a new alignment.

In the new plan announced last week by J. Milton Lang, general manager of broadcasting station operations, Robert F. Reid, manager of WGY, becomes manager of marketing, and Merl L. Galusha, manager of WRGB, becomes manager of operations. Mr. Reid in his new post will direct sales, traffic and promotion, and Mr. Galusha will be responsible for all programming and technical operations for all stations.

Mr. Lang noted that the new alignment would permit a fluid organization and maximum use of talent in both media. He also said that Frank A. Pasley, Caleb Paine and Willard J. Purcell continue in their respective posts of manager of accounting, director of public service and head of advanced technical planning and research for all of the stations.

Berkmans Named to Top Offices In Chicago Greeting Card Firm

Louis and Jack N. Berkman, president and vice president, respectively, of the Friendly Group stations, have taken top offices in a reorganization of United Printers and Publishers Inc., Chicago greeting card and calendar producer.

Louis Berkman, also president of the Follansbee Steel Corp., Follansbee, W. Va., was elected chairman of the board of United Printers. Jack Berman was elected chairman. Friendly Group stations are WSTV-AM-TV Steubenville, Ohio; KODE-AM-TV Joplin, Mo.; WBOY-AM-TV Clarksburg, W. Va.; WPAR Parkersburg, W. Va.; WPIT Pittsburgh, and KMLB Monroe, La.

REPRESENTATIVES APPOINTMENTS

KAKE Wichita, Kan., has appointed Venard Rintoul & McConnell, N. Y.

KDAN Eureka, Calif., has named McGavren-Quinn Corp.

WWCO Waterbury, Conn., has appointed Jack Masla Assoc.

STATIONS SHORTS

WRCA-TV New York reports its most successful April in station's history—13% increase in total billings over that month last year.

WABD (TV) New York has reduced its station personnel effective June 6 by three employes—all assigned to *Nightbeat* interview program which is slated to go off air for summer. Affected are **Norman Gelb, Morton Silverstein** and **Ellen Schapiro.**

WPOW New York reports increase in overall monthly billing since December 1957 amounts to 250%.

KMMJ Grand Island, Neb., announces it has increased power from 1 kw to 10 kw.

on their way
to Sesac Subscribers

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TRANSCRIBED
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Series "N" NOVELTIES

N-2201

BOB SCOBEY
AND HIS FRISCO JAZZ BAND

America's foremost exponent of Dixieland music at its best!

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"the best music in America"
THE COLISEUM TOWER • 10 COLUMBUS CIRCLE • NEW YORK 19, N. Y.

NIGHT RADIO VALUE CITED AT KBA MEET

- **D'Arcy's Renfro boosts am**
- **Kentuckians hear appraisal**

Radio stations should sell their night hours "as the best dollar-for-dollar value in advertising," in the opinion of Harry K. Renfro, radio-tv director of D'Arcy Adv. Co., St. Louis.

Addressing the Kentucky Broadcasters Assn. luncheon meeting at Louisville Thursday, Mr. Renfro described radio as "the quickest and most effective way of reaching people." He topped his appraisal of the medium with suggestions designed to increase its effectiveness.

Field trips of D'Arcy executive and Pulse surveys demonstrate radio's power as an advertising medium, he said. The Pulse figures, he explained, show no difference in the quality of prime time and nighttime radio audiences.

"The night cost-per-thousand is often lower than prime time," he added, suggesting stations that concentrate on selling only the 7-9 a.m. and 4-6 p.m. periods are shortsighted. He said it's difficult to operate at a profit if most of a station's income comes from a few hours a day.

Mr. Renfro said the Pulse study shows "greater advertising impact and sponsor renewal factor in the commercially uncrowded night hours." He suggested night radio also offers "greater separation from competing product commercials and more freedom of choice of commercial locations."

Besides attractive discounts, he continued, night (6-10 p.m.) radio averages as many adult listeners as daytime radio (7 a.m.-6 p.m.) although more homes are tuned in during the early period. He said radio delivers more audience than tv each hour between 7 a.m. and 5 p.m.—"10 of the 17 hours in the broadcast day."

"Day or night," he said, "more than 85 out of every 100 radio listeners are adults."

He offered this formula to stations—sell night as the best dollar-for-dollar in advertising and sell daytime in packages coupled with night spots.

D'Arcy is placing radio advertising for the Budweiser account on 300 stations in 180 markets, with its campaigns receiving many citations, Mr. Renfro said. The commercials were created "to blend with today's radio."

The agency's field studies showed that "some operators sold their souls to the record companies and gave their stations to the disc jockeys," he told the KBA session, adding, "I have nothing against disc jockeys." He was concerned because stations "sweat over their engineering standards, work to build a good sales staff, hire a good representative and then turn over their programming to disc jockeys."

As to music, he said, "Music should be controlled by policy, not by personal whim. Radio music should be compatible with the products advertised in various time segments. Morning music should be different from afternoon music; stormy day music from that of a sunny day."

Mr. Renfro said many stations show a lack of aggressive management. He said commercials should be based on catchy copy, colorful language and attractive claims —all presented with sincerity and believeability.

"The best commercial is lost if not directed to the proper market or consumer," he said.

Less than one-third of all the millions of sets being bought by the public are for replacement, Mr. Renfro said, the balance being "new places to listen."

RAB MATRICULATING SALESMEN

Radio time salesmen will leave New York's media "street" June 15 to go back to school—a one week course to be given for the first time by Radio Advertising Bureau in a pilot schooling operation, called "Graduate School of Radio Selling."

Kevin Sweeney, RAB's president, ran through the details last week. About 20 station salesmen will spend the week, made up of "hard work and nightly homework" under the direction of 11 members of RAB's staff and six guest "experts," at the Shorehame Club at Old Greenwich, Conn.

Scheduled are 39 different subjects ranging from a simplified version of radio engineering to basics of grocery store and furniture advertising and to lectures on radio's principal media competitors.

Says John F. Hardesty, vice president and general manager of RAB, should the experimental school prove "effective," a similiar effort will be made for RAB members in other sections of the country next year.

Purpose of the "school" is to aid sales personnel experienced in other fields and new to the practice of selling time. Observes Mr. Sweeney: "79% of the most effective station salesmen now selling radio time had no prior radio selling experience, a survey of our members indicated last year. In small markets it runs over 92%. But even the stations in the largest markets find over 70% of their best men coming without prior radio experience."

From whence this "raw material"? Mr. Sweeney says the people are being recruited from such diverse fields as Fuller brush and office systems sales, from advertising agencies, newspaper classified departments and stores.

NAFBRAT Lashes out at Tv For Increased 'Violence'

The National Assn. for Better Radio & Television last week lashed out at tv for its "increasing incidents of violence." During the week of May 3-9, the organization monitored the crime programs shown before 9 p.m. on seven Los Angeles tv stations and reports that incidents of violence portrayed on these programs included 223 killings of human beings.

Clara S. Logan, NAFBRAT president, said that "our report indicates that crime on tv has reached an all-time peak and the prospect ahead is even more frightening because the networks have taken the lead from the independent broadcasters in presenting death and sadism on the programs which reach millions of youngsters each week." She cited the NBC station in Los Angeles and said that during its survey week this year, 500% more killings occurred than in the 1952 survey made by NAFBRAT. Mrs. Logan claimed that the three Los Angeles network stations accounted for 61% of the deaths tabulated, compared with 39% for the four independent stations. In 1952, the network stations presented only 22% of the killings. "Thus we see," she said, "increasing care on the part of some independent broadcasters, but a complete dropping of the bars by the networks—which indicates a continuous worsening of the situation nationally."

The tabulations reported for the survey week included 161 murders, 60 "so-called 'justifiable killings'," 2 suicides, 192 attempted murders, 83 robberies, 15 kidnappings, 24 conspiracies to commit murder, 21 jailbreaks, 7 attempted lynchings, 6 dynamitings, 11 extortions, 2 cases of arson and 2 instances of physical torture. NAFBRAT said that no count was made on the "innumerable prolonged and brutal fights, the threats to kill, the sluggings or the many times when characters in the crime shows manhandled their victims, including women and children."

The results of the survey were sent to broadcasters, the FCC, "325 of the most influential sponsors" and to J. Edgar Hoover at FBI headquarters.

National Community Tv Assn. Opens First Convention June 10

First convention of the National Community Tv Assn. in Washington will be held at the Mayflower Hotel June 10-12. The three-day meeting will feature a reception and demonstration for congressmen and senators on June 10 and a discussion by NCTA general counsel E. Stratford Smith on the attacks on catv systems by tv broadcasters. The convention will be opened by Sen. Allen Bible (D-Nev.), and will also hear FCC Chairman John C. Doerfer, Sen. J. W. Fulbright (D-Ark.), and Wendell B. Barnes, administrator of the Small Business Administration. New officers will be elected, with George J. Barco, Meadville, Pa., the retiring president. Convention-goers will also hear Joseph Roberts, Muzak; Jack Schwartz, telephone solicitor expert; C. Hamilton Moses, Arkansas Power & Light Co. Management session will be moderated by Martin F. Malarkey Jr., Pottsville, Pa.; technical sessions will be moderated by Ray Schneider, Williamsport, Pa., and Archer S. Taylor, Missoula, Mont., consulting engineer.

NAB's Fellows Names Five Board Committees

Five NAB board committees were appointed effective June 2 by President Harold E. Fellows. The board's semi-annual meeting will be held June 18-20 in Washington, preceded by a June 16 briefing session for new members.

The new tv convention, tv finance and general fund committees will meet June 17.

Members of the new board committees follow:

Convention—J. Frank Jarman, WDNC Durham, N. C.; John H. DeWitt, WSM Nashville; William Holm, WLPO LaSalle, Ill.; Fred A. Knorr, WKMH Dearborn, Mich.; Joseph E. Baudino, Westinghouse Broadcasting Co.; C. Howard Lane KOIN-TV Portland, Ore.; James D. Russell, KKTV (TV) Colorado Springs, Colo.; C. Wrede Petersmeyer, Corinthian Broadcasting Corp. Mr. DeWitt and Mr. Russell will serve as liaison members with the Broadcast Engineering Conference Committee. The vice chairman of the Radio Board and the Television Board will be co-chairmen of the Convention Committee. Mr. Fellows will act as chairman until the boards elect their vice chairmen during their meetings.

General Fund Finance—Alex Keese, WFAA Dallas, chairman; Raymond V. Eppel, KORN Mitchell, S. D.; Robert T. Mason, WMRN Marion, Ohio; Merrill Lindsay, WSOY Decatur, Ill.; William C. Grove, KFBC Cheyenne, Wyo.; Robert L. Pratt, KGGF Coffeyville, Kan.; John E. Fetzer, WKZO-TV Kalamazoo, Mich.; Payson Hall, Meredith Publishing Co.; C. Howard Lane, KOIN-TV, Portland, Ore.

Membership—Ben B. Sanders, KICD Spencer, Iowa, and Joseph J. Bernard, KTVI (TV) St. Louis, co-chairmen; Thomas C. Bostic, KIMA Yakima, Wash.; J. R. Livesay, WLBH Mattoon, Ill.; Daniel W. Kops, WAVZ New Haven, Conn.; Robert J. McAndrews, KBIG Avalon, Calif.; J. M. Higgins, WTHI Terre Haute, Ind.; Henry B. Clay, KTHV (TV), Little Rock, Ark.; Dwight W. Martin, WAFB-TV Baton Rouge, La.; Willard E. Walbridge, KRTK-TV Houston.

Television Finance—C. Howard Lane, KOIN-TV Portland, Ore., chairman, John E. Fetzer, WKZO-TV Kalamazoo, Mich.; Payson Hall, Meredith Publishing Co., G. Richard Shafto, WIS-TV Columbia, S. C.; C. Wrede Petersmeyer, Corinthian Broadcasting Corp.

By-Laws—Joseph E. Baudino, Westinghouse Broadcasting Co., chairman; Harold Hough, WBAP Fort Worth; Hugh M. Smith, WCOV Montgomery, Ala.; Jack S. Younts, WEEB Southern Pines, N. C.; Payson Hall, Meredith Publishing Co.; Dwight W. Martin, WAFB-TV Baton Rouge, La.

Service Meet to Hear Bartley

FCC Comr. Robert T. Bartley will be principal speaker at the Southeastern Electronic Service convention banquet in Miami, Saturday night, Lewis Winner, convention chairman and producer, announced last week. The convention, described as first of its kind, is expected to attract more than 1,000 technicians to Miami's Municipal Auditorium for four days starting Thursday. Mr. Winner said more than $1 million worth of the latest electronic equipment will be shown and demonstrated.

Stations, Talent to Benefit From Videotape, ATAS Hears

Videotape will enable tv stations to go after local advertising dollars now spent mostly in newspapers, Jack R. Hauser, promotion manager, Professional Products Div., Ampex Corp., said Monday in a speech to the Los Angeles chapter of the Academy of Television Arts & Sciences.

Big-space newspaper advertisers like department stores, furniture stores, supermarkets and chain stores have not appeared on tv "to any considerable extent," Mr. Hauser said. "One important reason is that tv stations have not solicited this business because of their own scheduling and production problems."

Citing an example from KRLD-TV Dallas, Tex., Mr. Hauser said that "an auto dealer wanted 10 spots a week scheduled at different times each day and of a type which called for two live cameras. A two-camera crew could not be made available for live production during each of the 10 desired availabilities, except on an awkward and expensive overtime basis. This would have priced the customer right out of the market.

"Solution: the spots are regularly taped, all at once, and scheduled freely according to station time availability and sponsor desires. This is work that local talent would have lost, yet the cost of taping, both for the sponsor and the station, is less than live production would have been. This does not mention the problems of moving automobiles in and out of studios during peak load times."

Allott to Address Colorado Meet

Sen. Gordon Allott (R-Colo.) will address the June 6-7 meeting of the Colorado Broadcasters & Telecasters Assn. at the Antlers Hotel, Colorado Springs. Other speakers include W. D. Rogers Jr., KDUB-TV Lubbock, Tex.; Walter McNiff, Television Bureau of Advertising; Revill Fox, head of Revill Fox Adv. Co., Denver; David Button, KMIN Grants, N. M.; A. Prose Walker, NAB engineering manager, and Tom Morrissey, consulting engineer. Presiding will be Robert H. Dolph, KFTM Fort Morgan, CBTA president. James A. McKenna, of McKenna & Wilkinson, Washington law firm, will moderate a panel discussion. Officers will be elected.

Kan. Radio Assn. Elects Booth

Arden Booth, KLWN Lawrence, was elected president of Kansas Assn. of Radio Broadcasters at its May 24 meeting in Topeka. He succeeds Grover Cobb, KVGB Great Bend. Tom Bashaw, KFH Wichita, was re-elected to the board and Max Falkenstein, WREN Topeka, was elected vice president. The 1959 meeting will be held at Wichita.

MBS 'In the Black' At First Year Mark

With the new business now under contract, Mutual is operating "in the black," board chairman Armand Hammer last week told more than 100 advertising agency executives attending a luncheon meeting in New York commemorating the first anniversary of the network under its present ownership.

Mr. Hammer attributed the network's economically feasible method of operation to its formula of stressing news, music, sports and special events programming. He acknowledged that Mutual had been "in the red" for the first four months of this year after operating at "a break-even point" for the last five months of 1957. Mr. Hammer indicated that network radio operations cannot operate economically with "lavish programming," and contended that affiliated stations prefer news, music, sports and special events shows from a network.

He reported that MBS now is receiving 90% clearance on its network shows from its more than 400 affiliates.

Robert F. Hurleigh, MBS vice president in charge of news and the Washington office, served as toastmaster for the affair. He described MBS's "operation newsbeat," under which personnel of affiliated stations serve as MBS correspondents for significant news developments, and the network's new special service department, which begins functioning on June 5. This department, in essence, will serve as a Washington bureau for affiliated stations, providing, on request, special coverage in the capital for the MBS outlets.

CBS News Appoints Horton

Michael Horton, director of information at NBC, will assume a newly-created post of director of information of CBS News on June 8, Sig Mickelson, vice president of CBS Inc., announced Thursday. In the new post, Mr. Horton will be responsible for planning and developing a public relations and promotion program for CBS News and will act as liaison with press information, sales promotion and advertising units of the various CBS divisions.

Mr. Horton joined NBC in 1953 after eight years in Europe. He was a member of the New York *Herald Tribune* European staff 1946-51, serving also as Paris correspondent for MBS.

Manno Named to ABC Radio Post

Charles Manno, assistant national program director of ABC Radio, has been named eastern program director for the network, Edward J. DeGray, vice president in charge of ABC Radio, announced last week. Mr. Manno has been with ABC Radio since June 1949, was associate staff director for four years and became assistant national program director in November 1957. Before he joined the network, he was in sales for a year with the *New York Herald Tribune* and before that in sales and promotion with Capital Records.

Stirrings of Renomination Draft Squelched by Petrillo's Stand

A movement to draft James C. Petrillo for renomination as president of the American Federation of Musicians was underway last week prior to the union's annual convention in Philadelphia starting today (Monday)—but it apparently will fall on deaf ears.

Mr. Petrillo made plain early last week in Chicago he will not reconsider his decision to quit the parent AFM helm after 18 years service [PERSONNEL RELATIONS, May 19]. He also declined again to recommend his successor, though his endorsement would be tantamount to election. Among candidates mentioned for the AFM presidency are Al Manuti, AFM Local 802 (New York); Charles Bagley, AFM vice president, and Herman Kenin, board member from Los Angeles. Mr. Petrillo did indicate a preference, however, for a member of the union's present executive committee.

Evidences of a "draft" movement were reflected in claims by some AFM officials that they have canvassed enough delegates on Mr. Petrillo's behalf. The outgoing AFM czar acknowledged he has been urged to reconsider his announcement of May 14, adding:

"They can do all the drafting they want but they need a younger man for the job and that's what they are going to get. Our executive board is loaded with talent but my favorite son candidate will not be known until after the election."

Little Immediate Effect Seen If SDG Strike Materializes

If Screen Directors Guild calls its members off their jobs at studios producing films for tv today, the action would have little immediate effect a survey made Wednesday by BROADCASTING revealed.

Some of the tv film companies said they already have enough programs in the can to take them well into next winter. 20th Century-Fox has completed 30 episodes each of *How to Marry a Millionaire* and *Man Without a Gun,* both scheduled to start in fall on the NTA Film Network. Four Star Films has completed its main shooting schedule and is out of production until July. Screen Gems also is currently not in production. NBC's National California Productions is within the last week of completing its new *Silent Service* series. McCadden Productions also is within a week of finishing its two series, *Burns & Allen* and *No Warning.*

Tv-Radio Arm, WGAW, Names Slate

Don Mullally was elected president of the Tv-Radio Branch of the Writers Guild of America West at the group's annual meeting May 15. Other officers for the coming year are Leonard Freeman, vice president, and Anthony Ellis, secretary-treasurer. Board members elected for two years are Arthur Alsberg, Richard Collins, Samuel Newman and David Victor, with Kay Lenard winning a one-year term. Ken Englund was elected president of the screen writers branch of WGAW, with Ben Roberts, vice president; Winston Miller, secretary-treasurer; Herbert Baker, Isobel Lennart, Mel Shavelson, James Webb, two-year term directors; Lewis Meltzer and Charles Hoffman, one-year term directors.

Parent Firm Brings WEDC Under Labor Law, NLRB Says

The combined gross revenue of WEDC Chicago and the Emil Denemark Inc. automobile business must be included in the Denemark firm's income by the National Labor Relations Board in deciding whether WEDC comes under the national labor law, according to a May 26 NLRB ruling. The board sustained a decision by its examiner which held that IBEW Local 1220 was entitled to a WEDC technical staff vote to decide if it should represent the employes in collective bargaining.

NLRB's decision noted that Emil Denemark Inc. conducts a retail automobile sales operation and also owns and operates WEDC. "A substantial portion of the broadcast time is devoted to advertising the employer's automobile operations," the board held. "Both phases of the employer's business are located in the same building and are serviced by the same administrative office. During 1957 the gross revenue from the radio station amounted to $57,000. For the same year, the employer's total indirect inflow for its automobile operation exceeded $2 million."

NLRB does not assume jurisdiction where an employer's income is less than $200,000.

Other studios like Revue which are currently producing for tv indicated that, if necessary, other workers like cameramen and film cutters could be assigned directorial duties provided, of course, that their unions did not order them not to replace directors on strike. This was considered unlikely as cutters and cameramen belong to IATSE unions affiliated with AFL-CIO, whereas SDG is an independent union.

Some producers might themselves take over the direction of the tv film. But unlike the situation at CBS during the recent IBEW strike, when network executives performed the duties of engineers, motion picture producers-directors retain their membership in SDG. While as company officials they are fighting the union demands, they are not considered apt to engage in any personal strike breaking.

There was no certainty Wednesday that there would be an SDG strike. Negotiations were still in progress between the guild and producers of film for tv and theatre exhibition. New contracts would succeed those which expired in March (for theatrical pictures) and April (for tv). But the guild some weeks ago [PERSONNEL RELATIONS, May 12] set June 2 (today) as the deadline date.

AFTRA Local Reports Low Wages

Nearly four-fifths (79%) of the members of the American Federation of Television-Radio Artist's Los Angeles local earn less than $2,000 a year, according to the union's annual report, which shows 5,275 paid up members as of Feb. 1, a gain of 383 since that date in 1957. There are 4,143 members in the lowest earning group, below $2,000 annually; 495 members earning up to $5,000; 259 earning up to $10,000; 200 up to $20,000, 129 up to $50,000 and 49 earning more than $50,000 a year. By categories, 83% of the actors fall in the group earning $2,000 or less per year, as do 74% of the singers, half of the announcers and 90% of the dancers and specialty acts.

Local 47 Musicians Close Ranks To Defeat Fund in Philadelphia

Administration and rebel forces in the Hollywood local (47) of the American Federation of Musicians united last Monday to instruct the local's delegates to the AFM national convention, starting today (Monday) in Philadelphia to fight for the rights of individual musicians in all payments for their services. Specifically, the local 47 delegates were ordered to ask the convention to remove the 5% payment on new tv films, to resume paying the $25 fee for the use of theatrical films on tv to the musicians rather than the trust funds, and also to pay the 21% raise in recording scale to the musicians instead of the trust funds.

The local's membership adopted almost unanimously a motion urging their delegation to oppose any attempt of the convention to draft President James C. Petrillo for a new term of office. He has announced his retirement.

The rebel faction of Local 47 won a major victory over administration supporters when the meeting voted to instruct convention delegates to urge the AFM to agree to early NLRB elections with the Musicians Guild of America to determine representation of the musicians now on strike against the major motion picture studios [PERSONNEL RELATIONS, Feb. 24 *et seq.*] Delegates also were instructed to ask the national AFM to institute proportional representation and the secret ballot on convention business and to curtail the powers of the union's president and international executive board.

An administration motion to authorize an increase in the work tax from 1½% to 2% for the last six months of 1958, to replace dues and work taxes from the studio musicians, was defeated.

Sidney Heads SDG Eighth Term

George Sidney has been elected to his eighth term as president of Screen Directors Guild, the membership overriding his protests that he had served too long already. Other officers for the coming year are George Stevens, first vice president; John Sturges, second vice president; John Rich, secretary and Lesley Selander, treasurer.

Assistant directors elected Richard Moder president of their council; Ridgeway Callow, first vice president; Robert Vreeland, second vice president; Jack Berne, secretary; and Henry Brill, treasurer.

PERSONNEL RELATIONS SHORT

National Labor Relations Board has ordered election among employes of WFLA-AM-TV Tampa, Fla., to determine whether they desire to be represented in collective bargaining by International Brotherhood of Electrical Workers. Board laid down rules covering eligibility of specific employes.

3-Day Electronics Show Predicts Hard-Sell Era

The picture of a "hard sell" era for manufacturers and a "buyer's market" for distributors was painted at the annual electronics parts distributors show in Chicago a fortnight ago.

At the same time the functions of electronics are becoming more diversified and invaluable for the nation's welfare, some 14,000 show delegates were apprised. They also were told that there's nothing wrong with the nation's economy that hard sell won't cure.

The three-day exposition, held at the Conrad Hilton Hotel, was jointly sponsored by the Electronic Industries Assn. (also holding its annual convention in that city), National Electronic Distributors Assn., Assn. of Electronic Parts & Equipment Mfrs., West Coast Electronic Mfrs. Assn. and producers of associated components for electronics. Nearly 300 parts manufacturers displayed their newest products. The show was conducted by Electronic Industry Show Corp., Chicago.

The "streamlined" 1958 show included educational forums, with distributors taking in management and/or sales sessions to survey their special problems. Delegates heard several suggestions for helping the electronics industry fight the recession and viewed products designed to improve business distribution methods and business in general.

There was no scarcity of new products, judging by the display. For example, Jerrold Electronics Corp., continuing its emphasis on the consumer market, unveiled a tv-fm amplified home system of signals from roof top antenna, plus uhf converters and portable, transistorized field strength meter.

Jerrold claimed it to be the first such system which amplifies signals before distribution. Tv and fm signals are piped to every room in the house; tv or fm hi-fi sets can be plugged in anywhere into the system's outlets. The system is designed for easy installation in existing homes or those under construction and to provide tv with high fidelity quality previously associated with fm.

Jerrold also entered the converter market with two uhf units—"at a time when stress on educational uhf stations spells revival of uhf broadcasting, long a stepchild of the television industry," according to the firm. A feature of the Jerrold exhibit was an hourly film demonstration of the tv-fm home distribution system.

Another highlight of the parts show was General Electric's new CARI plan for keeping distributors automatically supplied with tv receiving tubes and controlling inventories. Details of the plan in effect since January, were revealed at the parts show.

Various hi-fi stereo developments also were shown at the trade show, including V-M Corp.'s new automatic record changer for use in disc reproduction systems and Shure Bros.' stereo and monaural phonograph pickups, featuring its studio dynetic tone arm and cartridge.

Among other manufacturers exhibiting equipment: Aerovox Corp., Alliance Mfg. Co., Altec Lansing Corp., American Electronics Co., American Electronics Inc., American Television & Radio Co., Amperex Electronics Corp., Amphenol Electronics Corp., Audio Devices Inc., Belden Mfg. Co. CBS-Hytron Sales Corp., Chicago Standard Transformer Corp., Allen B. DuMont Labs, Electro-Voice Inc., Hallicrafters Co., IT&T (components), Jensen Industries Inc., Jensen Mfg. Co., Magnecord Div. of Midwestern Instruments, OrRadio Industries, Pentron Corp., Pilot Radio Corp., Precision Electronics, Quam-Nichols Co., RCA (electron tube, semi-conductor divs.), Raytheon Mfg. Co., Reeves Soundcraft Corp., Stromberg-Carlson (Div. of General Dynamics Corp.), Sylvania Electric Products Inc., Sarkes Tarzian Inc., Webcor Inc., Westinghouse Electric Corp. and Wilcox Gay Corp.

All major recording tape manufacturers were represented (Audio Devices, OrRadio Industries, Reeves Soundcraft Corp.), save Minnesota Mining & Mfg. Co.

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Rohn Mfg. Expands Production To Include Broadcasting Towers

The Rohn Manufacturing Co., Peoria, Ill., has started production of heavy-duty communication towers for stations. The firm for many years has been making steel towers for television reception.

Rohn reports several of its new towers are in am and fm broadcasting use. These are the same type towers, the firm says, as are being used for microwave radio-telephone and elsewhere in electronic communications.

The Rohn line includes towers that can be installed self-supporting to 66 feet or guyed to 2,300 feet or more. They come in 10-ft. sections requiring no special installation equipment. The triangular units are precision-made with mass production machinery.

The complete broadcasting package includes lighting, guying, insulator base and all other materials for completely installing a broadcast tower. Rohn Manufacturing maintains representatives coast-to-coast and also offers a complete engineering service to prospective broadcasters.

MANUFACTURING SHORTS

Magnavox Co., Fort Wayne, Ind., has reported decline in earnings to $791,000 or 81 cents per share on sales of $20,854,000 for third fiscal quarter ended March 31. For similar period of 1957 Magnavox had net income of $924,000 or 94 cents per share, on sales of $22,042,000 based on 895,756 shares of common stock outstanding on March 31, 1958.

Westinghouse Electric, Metuchen, N. J., has announced line of six basic portable phonograph models, ranging in price from $29.95 to $89.95. Line includes high-fidelity model, 45 rpm model and both automatic and manual four-speed phonographs.

Raytheon Mfg. Co., Waltham, Mass., has announced that negotiations are in progress for construction of new, 150,000 square foot building in Burlington, Mass., for company's microwave and power tube division. Estimated completion date is early 1959.

Emerson Radio & Phonograph Corp., Jersey City, N. J., claims to have broken "bulk barrier" with what it describes as "America's smallest all-transistor portable radio with self-contained speaker." New radio (999 Champion) is only slightly larger than pack of cigarettes, weighs 10½ ounces and retails at $36.

Durant Sound Equipment Co., N. Y., announces availability of German-produced Teladi condenser microphone k-125 with frequency response of 30 to 18,000 cycles and variable output range from -40 to -95 db. It has switch controlled non-directional or cardiod pattern and output impedence of either 200 ohms balanced or 10k ohms unbalanced. Price is $225.

The nation's highest audience-rated Negro group
WOKJ JACKSON
KOKY LITTLE ROCK
KOKA SHREVEPORT
BIRMINGHAM
The McLendon EBONY Stations
Represented by John E. Pearson

ETV STILL IN INFANCY, CONFEREES AGREE

The use of television as a means of educating students and the general public is still in an early stage of development, a group of educators generally agreed last week at a conference held at the U. S. Office of Education in Washington. National Assn. of Educational Broadcasters cooperated in the Monday-Wednesday meeting.

Techniques and problems of electronic visual education were explored in detail. Marion B. Folsom, Secretary of Health, Education and Welfare, set the tone of the meeting in his message of welcome by pointing to the broad possibilities for enrichment of future classrooms opened up by educational tv.

"It is an exciting prospect," Secretary Folsom said, "that through television an inspired teacher may reach unlimited numbers of students, and with teaching materials at her fingertips that heretofore could not be given general classroom use. We know that there is no substitute for the devotion and capabilities of a good teacher—but television may bring greater opportunities for the good teacher to reach more children."

The largest modern activity, according to Marshall McLuhan, editor of *Explorations,* Toronto, Ont., is "the consuming of information electronically processed." He said, "Globally mankind is now a community of conscious learning. And our industrial establishment is setting up higher and higher educational programs for its top executives. For decision making today calls for exact knowledge of almost universal group dynamics."

Frederick H. Garrigus, NAB manager of organizational services, said informational and educational programming on both commercial and educational broadcasting stations are going through an upgrading process. More ingenuity, thought and planning now go into the presentation of programs on commercial stations, he said.

Mr. Garrigus said educators and commercial broadcasters are showing more willingness to communicate. He found an increased awareness of the need for more ingenious and thought-provoking programs along with a growing response on the part of the audience to educational programs presented on commercial stations when the programs are thought-provoking and professionally presented.

John E. Ivey, vice president of New York U., proposed formation of a national ETV network supported in part by federal funds.

Dr. Novice G. Fawcett, president of Ohio State U., described television as "not just another teaching device but a medium of communication of extraordinary power and versatility. Even the three-year-old child today learns to tell time sufficiently well to turn on his favorite 'noise' and if you doubt the impact of the medium on his life, listen for a short time to his vocabulary."

He suggested the home and community "can increasingly re-enforce the work of the school and, with the use of the television medium, might appropriately begin to capture some of the responsibilities that the schools have been forced to assume in the past."

David C. Stewart, assistant executive director, Joint Council on Educational Television, said the 32 operating tv stations serve an area of more than 50 million people, with the number of stations expected to reach 50 in another two years. Addition of etv facilities in Washington, New York, Cleveland and Los Angeles would add 26 million people to the audience, he said.

Leonard Marks, communications attorney, said broadcasters are showing growing awareness of their responsibility in forming public opinion. He suggested that educators, with a vast reservoir of talent, should ask for time on commercial stations.

Edgar Dale of the Ohio State U. educational research bureau outlined trends in educational tv and the need for more facilities. He said some stations will need more than one channel, citing WQED (TV) Pittsburgh as an example. WQED has applied to the FCC for a uhf facility to supplement its vhf service.

Ford Foundation Gives META Partial Reprieve

Metropolitan Educational Television Assn., New York, has received a last-minute reprieve out of the coffers of the Ford Foundation. META less than a fortnight ago announced its intention to dissolve as of June 1, because of a lack of funds [EDUCATION, May 26].

But last week, the Ford Foundation-supported Educational Television - Radio Centre at Ann Arbor, Mich., assigned META a contract to produce several series of filmed programs during this summer, keeping New York's budding etv production center alive—at least for the immediate future. But META will stick to its decision to suspend all live programming June 1, a move which it said it had "intended" to make in the first place in order to give its employes summer vacation time.

While META officials were highly reticent to divulge the financial aspects of the ETRC deal, it was learned that the contract calls for an initial $50,000 worth of production, plus an "implict commitment" for further funds to cover additional production of the series after July 31.

Additional funds from private sources also have bolstered META's finances. META President Dr. Alan Willard Brown expects on or about June 7 to announce the amount of privately-donated emergency dollars, now understood to be approximately $15,000. Dr. Brown said that the on-air appeals by WNCA, WRCA-TV and WCBS-TV, all New York, have netted "a larger volume of mail than cash," but donations—ranging from $1 to $200—have run into "several thousands of dollars."

The three series ordered for ETRC include 13 half-hour filmed programs on astronomy, an unspecified number of academic discussion programs titled *Dialogue* and 17 half-hour programs on *Unity of the Arts* with Rutgers U. professor-poet John Ciardi.

Of the 45 employes slated for unemployment, only 13 now will be let go and these—explained a META spokesman—"are mainly secretarial and non-production assistants."

Though Dr. Brown is hopeful of resolving the META status *vis-a-vis* New York State Board of Regents "long before August—meaning that a Regents stamp of approval would further prolong META's life—he is still somewhat pessimistic about the long-term future. He said the lack of operating funds for the balance of 1958 was "acute as ever," and that META still "had a long way to go" before realizing its needed $200,000 with which to meet expenses through Dec. 31.

KUHT (TV) Marks Fifth Year

KUHT (TV) Houston, Tex., pioneer educational television station of the U. of Houston, celebrated its fifth anniversary a fortnight ago with a special 8 p.m. telecast presenting educational tv leaders.

On the program, as announced by KUHT Acting Manager Roy Berthold: Richard B. Hull, director of radio and television, Ohio State U., who formerly was president of the National Assn. of Educational Broadcasters, executive director of the Joint Council on Educational Television and manager of WOI-TV Ames, Iowa; Dr. John C. Schwarzwalder, first general manager of KUHT, now manager of educational station KTCA-TV Minneapolis-St. Paul; Jack Harris, general manager of KPRC-TV Houston, representing the university tv advisory committee and Houston's commercial telecasters, and others. Friday was declared Educational Television Day by the mayor of Houston.

EDUCATION SHORTS

U. of Illinois, Urbana, announces its program for Ph.D. in Communications has been revised. Student may specialize within either field of group or social communications process (which covers theory, philosophy policies and structures of communications, public opinion and attitude formation and advertising) or field of individual communication (covers interpersonal communication, psycholinguistics, linguistics and experimental phonetics). Complete information may be obtained by writing to Dallas W. Smythe, chairman of Committee on Graduate Study in Communications, 119 Gregory Hall, U. of Illinois, Urbana.

National Assn. of Educational Broadcasters reports it has awarded nine summer scholarship grants of $250 each as "part of its program to improve professional qualifications of educational broadcasting personnel nationally."

American Public Relations Assn., N. Y. chapter, has set up $500 scholarship for upperclassman in School of Journalism, School of Commerce, Accounts & Finance, NYU, who has majored in public relations and plans to enter that field upon graduation.

WINN Names Three Winners In Timebuyer Rating Contest

WINN Louisville, Ky., has announced names of the three first timebuyers to guess the station's identity from clues given in a May 12 BROADCASTING advertisement. Rena Mayer of Campbell-Ewald Co., New York, took the $250 first prize, Leonard Kay of McCann-Erickson, Chicago, second ($150)

MISS MAYER

MR. KAY

and Frank W. White of Kirkland, White & Schell, Atlanta, third ($100).

The three were first to post airmail replies to WINN's teaser ad stating that a 250 w independent in the top 50 markets had achieved a record listenership rating. A total of 459 correct replies was received from timebuyers of recognized national advertising agencies.

WTMJ-AM-TV Get 9 Awards In Milwaukee Competition

The Milwaukee Radio and Television Council May 22 announced its fifth annual awards at a luncheon in the local Jewish Community Center, with the Journal Stations (WTMJ-AM-TV) capturing nine of the 20 honors.

The awards by station and program type:

Radio—WTMJ for children's, social and personal problems and public issues: WISN for recorded music and WFMR (FM) Glendale, Wis., for cultural programs.

Television—WTMJ-TV for young children's, children's literature, children's science, women's, religious, and panels on controversial issues; WISN-TV for teenagers, community information; WXIX (TV) for public issues, controversial issue interviews and college credit courses; WITI-TV, social, and WMVS-TV (educational outlet) for travel and study, cultural, and non-credit colleges courses.

WBZ, WKOX Get Mass UP Awards

The 1958 Tom Phillips Awards of the UP Broadcasters Assn. of Massachusetts for the best news stories broadcast in the commonwealth were awarded May 15 to WBZ Boston and WKOX Framingham. UPBAM President Arthur King, news director of WEEI Boston, cited WBZ newscasters John Grubbs and Art Gardner for their coverage of the Little Rock integration crisis during President Eisenhower's summer vacation in Newport, R. I., and WKOX newsman Les Levinson for his interview of a wrongfully-jailed murder suspect named Santo Rodriguez. WBZ won in the 5 kw and more station class, WKOX for stations under 5 kw.

Engstrom Given Research Medal

Dr. Elmer W. Engstrom, senior executive vice president, RCA, was awarded the Industrial Research Institute Medal for 1958, presented at the Institute's annual meeting in Colorado Springs, Colo., May 20. Dr. Engstrom was cited for "distinguished leadership in industrial research, combining rare qualities of humility, understanding and vision to organize creative talents in the achievement of major research objectives; for his correlation of research with engineering and commercial production to provide new electronic services to industry and the public."

AWARDS SHORTS

WFGA-TV Jacksonville, Fla., has received "Certificate of Achievement Award" from Third Army for its "comprehensive and accurate news coverage" of area recruiting office activities and for aid in securing enlistments for regular army. Station also awarded certificate of appreciation from 11 local Lions Clubs for "invaluable services and cooperation" in organization's aid-to-the-blind and sight conservation programs.

KDKA Pittsburgh has received human relations award from local branch of National Assn. for Advancement of Colored People for station's weekly NAACP series.

KRNT-TV Des Moines, Iowa, has received "Washington Freeman Peck Award" from Iowa State Medical Society for station's live telecast of heart operation in May 1957.

KPTV (TV) Portland, Ore., has received award of merit for its *High Time* for providing "entertainment to combat juvenile delinquency" from Lower Columbia River Peace Officers Assn.

WOW Omaha, Neb., has received "Award of Merit" for "outstanding community service performed during the year" from Ak-Sar-Ben, sate-wide civic service organization. Award was for series, *City Salutes,* which "promoted inter-community understanding throughout Nebraska."

WPIX (TV) New York, Metropolitan Educational Television Assn. and **New York City Board of Education** were cited by Manufacturing Chemists Assn. for "their cooperative efforts in the advancement in scientific education. Citation is for "Science Corner," "Science Club" and "Careers in Focus," programs of station's *The Living Blackboard* educational series which is piped directly to over 1,000 classrooms in metropolitan area.

WJA, Junior Achievement Co. of WMC Memphis, named Memphis "Company of the Year" from among 48 local miniature companies.

WGY Schenectady, N. Y., Junior Aichevement Co. known as "Voice of Junior Achievement," has received "Top Achievement Award" as "best of 16 JA companies in Schenectady area."

J. A. Broadcasting Co., Junior Achievement group counselled by WNBH New Bedford, Mass., named first place winner in local JA awards competition.

NBC's *Life and the World* received placque from American Cancer Society in recognition of program's "service in informing the public about cancer research."

Drewrys Ltd., U. S. A. Inc. was recipient of certificate of appreciation from U. S. Navy for brewery's sponsor support of *The Silent Service* film series on WLWI (TV) Indianapolis and WKZO-TV Kalamazoo, Mich.

Charles M. Skade, senior v. p., administration, Fuller & Smith & Ross, N. Y., received Leffingwell Medal, given annually to member of National Office Management Assn. who "through distinguished work or some outstanding contribution or accomplishment in the broad field of office management, is deemed worthy of the award."

Richard Woodies, New England manager of Henry I. Christal Inc., station representatives, was awarded plaque as outstanding alumnus of Emerson College Broadcast Department at school's Annual Broadcasting Day May 20. He graduated in 1950 with first broadcasting class.

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
1735 DeSales St., N. W. Washington 6, D. C.

PLEASE START MY SUBSCRIPTION WITH THE NEXT ISSUE

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☐ 52 weekly issues and Yearbook Number 11.00
☐ Enclosed ☐ Bill

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company name
address
city *zone* *state*
Please send to home address — —
* Occupation Required

BBC's $16.8 million television city begins taking shape on London outskirts

The following status report on BBC's television city was written for BROADCASTING *by Ernest Chisholm Thomson, London journalist and commentator who was the BBC's first tv press officer in 1936. It was arranged through the British Information Services.*

A mass of steel and concrete is beginning to take shape on London's western outskirts towards the airport. It is the British Broadcasting Corp.'s new Television Center at Shepherds Bush, West London.

When completed in the next two or three years, at a cost of more than £6,000,000 ($16,800,000), it will be the largest "Television City" in Europe. Four of its seven studios will be bigger than any others now in use in Britain. All will be equipped with the most advanced television camera channels, including provision for color.

A television city has been the BBC's dream since it opened the world's first public television service in 1936. Accommodations then were limited to two studios measuring 70 x 30 x 25 ft. at Alexandra Palace, a 50-year-old amusement pavilion in London's northern suburbs. Since those days, various film studios have been converted for television purposes and new ones opened in various parts of the country. The independent television companies, which did not begin operating until 1955, have strewn Britain with studios of their own. But the BBC's television city will be the first specially-built, self-contained and completely functional grouping of studios, scene shops, restaurant and offices in the United Kingdom.

BBC's architects designed the building so that studios, all at ground level, splay outwards, fan-fashion, from an inner ring. The design is both pleasing to the eye and functional—to keep things moving fast and smoothly.

Hub of the television city is the central courtyard, already enclosed in the nine-story main block. The open space, 150 ft. in diameter, will be laid out as a garden with fountain and statuary.

Encircling the garden are a colonnade, dressing rooms and a two-story main entrance hall which can be used for televising the arrival of VIP's. The ground floor and basement together will contain 120 dressing rooms for about 550 people, with adjoining make-up rooms. Artists will enter the studios from the inner ring, those with basement dressing rooms travelling by escalator.

Also in the basement will be a lecture theatre, band practice rooms and a telephone exchange big enough to serve a small town.

All equipment, props, scenery and the like will be brought in from a runway skirting the studios at the outer end.

The biggest studio—and the last to be completed—will be No. 1. Measuring 108 x 100 x 54 ft., it will have a 7 ft. 6 in. pit which can be flooded as a swimming pool for aqua shows. The floor is designed to carry a team of elephants. No. 1 will accommodate a studio audience of 600.

Studios 2, 3, 4 and 5 will come into service in 1961 as the first operational unit.

Stretched in a great arc around the first floor of the inner ring will be the control rooms, each looking down on its particular studio from about 14 feet above floor level, with windows extending the full width of each studio.

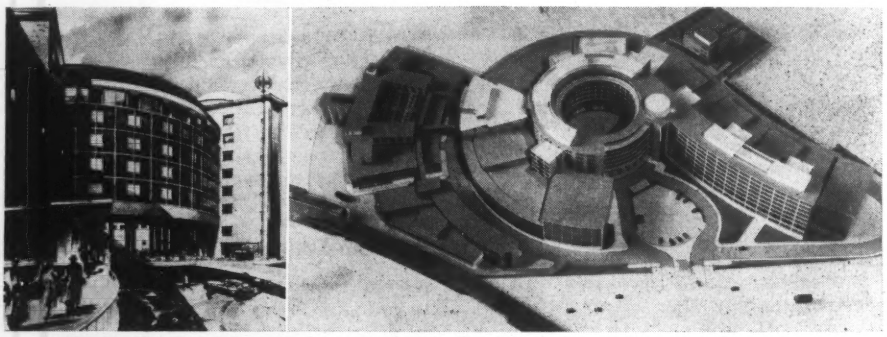
The nerve-center linking all studios will be in a segment called the central wedge, between studios 3 and 4, where the flow of program material from all sources will be controlled. It also will contain the announcer's presentation studios. The central wedge will function like the editorial desk of a newspaper.

Connected by covered runways to the main block is the already-completed scenery block, a steel-framed structure occupying an acre and enclosing a vast storage area for scenery and properties. Scenery will be assembled in a workshop (26 ft. high) next to the studios, flanked by carpentry and plaster shops. Alongside is the scenic artists' studio, big enough to take painted backcloths 30 x 70 ft. The artists don't have to work from scaffolds; they stand on an intermediate platform and the screens are moved up and down electrically.

A restaurant seating 750 diners, along with a self-service cafeteria, is northwest of the main block and linked to it by a bridge and tunnel.

From the third floor up in the main block's inner ring, most of the space will be used for offices, topped by a roof garden for the staff.

A great "spur" or "tail" will eventually run north from the main block, but construction of this and a works block must be postponed until the easing of restrictions on capital investment. By 1960, however, the main block will stand complete, and will go into operation less than a year later.



BBC's TV PALACE: *Architect's sketch (l) and model of $16.8 million plant.*

JWT Canadian Market Survey Profiles Rich, Expanding Area

Market statistics on Canada compiled by the J. Walter Thompson Co. have been published in a 178-page volume by McGraw-Hill. In the marketing study, called *The Canadian Markets*, the agency says Canada "provides an extremely rich and well-developed market based on a high level of purchasing power."

In a section on advertising media, the agency notes that the broadcast media reach practically every Canadian home—186 am stations as of Jan. 1, 1957, and 39 tv stations currently on the air. Tv can reach 80% of Canada's 16 million population, the book points out.

Among the many findings: the higher income group is expanding—1 out of 10 taxpayers were making $5,000 or more in 1955 but this ratio will climb to 4 out of 10 by 1980; domestic investments jumped 90% from 1947 to the present; younger and older age groups are growing fast; population has increased 15% in five years and by

GERMANY

Another RADIO LUXEMBOURG 'First'

You can now blanket the RICH RUHR & RHEINLAND PFALZ markets, where the local radio is unsponsored. Broadcasting, started July 1957, now is open for SPOT casting at from 15 D M. per sec. up . . . subject to usual R.L. deductions.

Coverage data on request

350,000 WATTS 1493 Kc

Limited to daytime 2-6 p.m. . . . so . . . Hurry!

Guy Bolam
American Sales & Servicing Agency • **MU 5-1300**
370 Lexington Ave., NY 17

THE CITY THAT DIDN'T EXIST A MONTH AGO

Every 30 days the U. S. adds as many new Americans as live in Norfolk, Va.—creating brand-new wants and needs which must be satisfied.

What does this mean to you? It means greater opportunities than ever before—in all fields. Home construction is expected to double by 1975. Power companies plan to increase output 250% in the next 20 years to provide the power for scores of new labor-saving devices. Clothing suppliers predict a one-third increase in 7 years.

With 11,000 new citizen-consumers born every day, there's a new wave of opportunity coming.

7 BIG REASONS FOR CONFIDENCE IN AMERICA'S FUTURE

1. **More people** . . . Four million babies yearly. U. S. population has *doubled* in last 50 years! And our prosperity curve has always followed our population curve.
2. **More jobs** . . . Though employment in some areas has fallen off, there are *15 million* more jobs than in 1939—and there will be *22 million more* in 1975 than today.
3. **More income** . . . Family income after taxes is at an all-time high of $5300—is expected to pass $7000 by 1975.
4. **More production** . . . U. S. production *doubles* every 20 years. We will require millions more people to make, sell and distribute our products.
5. **More savings** . . . Individual savings are at highest level ever—*$340 billion*—a record amount available for spending.
6. **More research** . . . *$10 billion* spent each year will pay off in more jobs, better living, whole new industries.
7. **More needs** . . . In the next few years we will need *$500 billion* worth of schools, highways, homes, durable equipment. Meeting these needs will create new opportunities for everyone.

Add them up and you have the makings of another big upswing. Wise planners, builders and buyers will act *now* to get ready for it.

FREE! Send for this new 24-page illustrated booklet, "Your Great Future in a Growing America." Every American should know these facts. Drop a card today to: ADVERTISING COUNCIL, Box 10, Midtown Station, New York 18, N. Y.

Your Great Future in a Growing America

(This space contributed as a public service by this magazine.)

BROADCASTING
THE BUSINESS WEEKLY OF TELEVISION AND RADIO
1735 DeSales Street, N.W., Washington, D. C.
A member of the Audit Bureau of Circulations

1980 should show a 90% gain, or more than 26 million.

The book calls attention to plans underway in Canada for a microwave network that will ultimately connect all tv stations from coast to coast.

To permit comparisons on a national or provincial scale, the volume employs an arrangement of data under 12 market indicators.

WBC-Backed Goodman Steals Brussels Show

The propaganda battle between U. S. and U. S. S. R. "cultures" was being won for the first time in many months by America—thanks to Benny Goodman and his sponsor, Westinghouse Broadcasting Co.

After finding visitors to the U. S. Pavilion at the Brussels World's Fair walking away disappointed, and seeing the Soviets outscore and outperform the Americans on practically every entertainment front, the U. S. had a hit last week as pavilion guides had to turn away hundreds from the Benny Goodman jazz concerts, staged at the American Theatre and promoted by WBC.

Not only were the various Goodman aggregations—trio, quartet, sextet, band and Benny playing solo with the Belgian State Symphony—wowing 'em at the fair, but a special telecast last Tuesday night via Eurovision, the Western Europe tv network, went out to an estimated 8 million viewers.

A radio broadcast Thursday night was carried by the Belgian Radio Network and relayed behind the iron curtain via Voice of America transmitters. Last Thursday, too, the Westinghouse radio stations in the U. S. —WBZ Boston, WBZA Springfield, KYW Cleveland, KDKA Pittsburgh, WOWO Fort Wayne, KEX Portland and WIND Chicago —began carrying, each night through this coming Wednesday, the tape recordings of the May 25-31 jazz programs under the catch-all title of *Benny in Brussels*. One non-WBC station, municipally owned and operated WNYC New York, also is carrying the series. WBC intends to make available later this summer to its tv stations —KYW-TV Cleveland, KPIX (TV) San Francisco, KDKA-TV Pittsburgh and WIND-TV Chicago—filmed reports of the jazz programs. Columbia Records Div. of CBS Inc. has recorded the concerts' highlights and plans to issue an "lp".

WBC officials explaining why WBC agreed to underwrite the Goodman one-week stand, said it was a "needed public service" that prompted WBC President Donald H. McGannon to propose the show. They pointed out last week that the Goodman troupe's phenomenally-successful trip through the Far East in December 1956 was jointly sponsored by the State Dept. and the American National Theatre & Academy, and that such support was now "conspicuously lacking at a time when such aid of the arts is more vital than ever." Privately, they hoped that "le jazz hot" might take out some of the sting of Nikita S. Khrushchev's anticipated visit to the fair later this summer, pointing out that "not one American official of high government rank has yet visited the fair. . . ."

Russian Writes About Global Tv

The possibility of global television in the future by using especially constructed space satellites as transmitters is explored in an article in the current issue of *Popular Electronics* titled "Russian Proposes Global Tv." The article is a summary of data compiled by a Soviet engineer, V. Petrov, who suggests that space satellites could pick up signals from stations on earth, bounce them to other satellites for more distant relay, and thereby enable nearly every tv station on earth to pick up a single broadcast.

PLAYBACK

QUOTES WORTH REPEATING

A GEOGRAPHICAL EQUALIZER?

Television is one of the means through which a Southerner could be elected president, Gov. Leroy Collins (D-Fla.) declared May 21 during an interview with Dave Garroway on NBC-TV's Today *which originated from the 50th annual Governor's Conference in Miami Beach. Gov. Collins said in part:*

I think this machine right here is the great geographical equalizer. I think the American people aren't basically concerned with where a man comes from geographically. They are concerned with that man himself, what his character is and what his background is, and whether or not he has basic competence and qualities of leadership. And through television and public communication generally—through increased interest of the press—I think that any man, from any spot in the United States, can have an opportunity to aspire to any public office.

CANADIAN CONFLICT

F. Hugh Horler, vice president and director of radio and television, MacLaren Adv. Ltd., Toronto, speaking to the Assn. of Canadian Advertisers last month:

It has been quite clearly established that the advertiser will be a full-time partner [in the expanded, competitive tv system]. For the first time in a Royal Commission report we read that "Advertising is a positive contributor to living standards of economic activity and should not be regarded as a regrettable and even deplorable part of our public broadcasting system." This, in contrast with two previous commissions which branded broadcast advertising as both regrettable and deplorable.

While we are welcomed as a partner it's sometimes with reluctance. Ironically, in my opinion, advertising and the Canadian attitude to a broadcasting system are almost incompatible. Our job is to sell goods and services at the lowest possible cost. Which means relatively inexpensive programs, most of which must come from foreign lands, or the next choice—the type of program that has so far been discouraged—the giveaways, the roller derbys and the other relatively inexpensive shows.

HUXLEY ON MADISON AVENUE

Aldous Huxley, controversial author (Brave New World) *and outspoken critic of modes and manners, on The Fund for the Republic's* Mike Wallace Interview, *ABC-TV, said:*

. . . advertising plays a very necessary role, but the danger, it seems to me, in a democracy is this. I mean, what does a democracy depend on? A democracy depends on the individual voter making an intelligent and rational choice for what he regards as his enlightened self-interest in any given circumstances. But what these people are doing . . . is to bypass the rational side of man and to appeal directly to his deeply unconscious forces below the surface. So that you are, in a way, making nonsense of the whole democratic precedure which is based on conscious choice on rational ground. . . .

NEWS BUDGET

Sig Mickelson, vice president and general manager of CBS News, speaking at the awards luncheon of the California AP Television-Radio Assn., recommended a high place for news in the broadcast scheme of things, saying:

Radio and television newsmen are certainly a more competent and aggressive group now than they were 10 years ago, but I am afraid that there are still too many stations relying on ex-disc jockeys, former saxophone players or inexperienced recent college graduates to provide a quality news service . . .

[Noting that one station had promoted its news director to promotion manager, he continued] . . . If promotion manager is a notch higher than news director in the opinion of station management, the station can never climb higher than serving as a conduit for someone else's news and runs a real risk of serving inaccurate or distorted news with the consequent loss of public confidence and even danger of libel suits.

Station Authorizations, Applications

As Compiled by BROADCASTING

May 22 through May 27

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watt. mc—megacycles. D—day. N—night. LS — local sunset. mod. — modification trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization STA—special temporary authorization. *—educ.

Existing Tv Stations

CALL LETTERS ASSIGNED

WUFT (TV) Gainesville, Fla.*—U. of Fla., ch. 5.

KOMC (TV) McCook, Neb.—Central Kansas Tv Co. Inc., ch. 8.

KMPT-TV Oklahoma City, Okla.—Malco Theatres Inc., ch. 19.

Translators

Mohave County Board of Supervisors, Peach Springs, Ariz.—Granted cp for new tv translator station on ch. 73 to translate programs of **KLRJ-TV** (ch. 2) **Henderson, Nev.** Announced May 23.

Seaside Video Club, Seaside, Ore.—Granted cp for new tv translator station on ch. 75 to translate programs of **KOIN-TV** (ch. 6) **Portland.** Announced May 23.

Commission granted applications of **Millard County, Utah** (% **Dale Ashman,** P. O. Box 6, Fillmore) for six new tv translator stations to translate programs of **Salt Lake City** stations **KUTV** (ch. 2), **KSL-TV** (ch. 5) and **KTVT** (ch. 4)—three (chs. 70, 80 and 74) to jointly serve communities of **Fillmore, Meadow** and **Kanosh,** and three (chs. 83, 72 and 77) to jointly serve **Delta** and **Oak City.** Announced May 23.

New Am Stations

ACTION BY FCC

Auburn, N. Y.—Herbert P. Michels—Granted 1590 kc, 500 w D. P. O. address 204 Texas Lane, Ithaca, N. Y. Estimated construction cost $11,361, first year operating cost $43,000, revenue $48,000. Mr. Michels is chief engineer, **WHCU-AM-FM Ithaca.** Announced May 22.

APPLICATIONS

Redwood City, Calif.—Redwood Bcstg. Co., 1430 kc, 1 kw D. P. O. address 5759 Riverton Ave., North Hollywood. Estimated construction cost $23,844, first year operating cost $70,000, revenue $100,000. Principal owner **Ashley Robison** (71%) has interest in **KOVO Provo, Utah** (75%), **XEAK Tecate, Mex.** (37½%), **KCCC Sacramento** (50%), **KOCO-TV Enid, Okla.** (25%) and **WREX (TV) Rockford, Ill.** (15%). Announced May 22.

Pratt, Kan.—Wilmer Huffman, 1290 kc, 1-5 kw LS unl. P. O. address Box 486, Pratt. Estimated construction cost $61,766, first year operating cost $60,000, revenue $68,000. Sole owner Huffman is C.P.A. Announced May 22.

South Toms River, N. J.—Asbury Park Press Inc., 1350 kc, 500 w D. P. O. address Press Plaza, Asbury Park. Estimated construction cost $55,200, first year operating cost $60,000, revenue $24,000. Applicant also owns **WJLK Asbury Park.** Announced May 26.

Existing Am Stations

ACTIONS BY FCC

KBLA Burbank, Calif.—Granted change of facilities from 1490 kc, 250 w unl., to 1500 kc, 10 kw DA-1 unl.; engineering conditions. Announced May 22.

WKAI Macomb, Ill.—Designated for hearing application to change facilities from 1510 kc, 250 w D, to 1250 kc, 1 kw DA, D; made **WIZZ Streator, Ill.,** party to proceeding. Announced May 22.

WOV New York, N. Y.—Granted mod. of license to identify WOV as **Carlstadt, N. J.,** as well as **New York City.** Comr. Ford dissented. Announced May 22.

KLIF Dallas, Tex.—Granted increase in daytime power from 5 kw to 50 kw, with DA-2, continuing operation on 1190 kc, 1 kw N; engineering conditions. Announced May 22.

KUEN Wenatchee, Wash.—Granted change of facilities from 1410 kc, 1 kw D, to 900 kc, 500 w D; remote control permitted. Announced May 22.

APPLICATIONS

WALM Albion, Mich.—Cp to increase power from 1 kw to 5 kw; install directional ant. daytime, make changes in ground system, install new trans. and change studio location. Announced May 22.

WHEY Millington, Tenn.—Cp to increase power from 250 w to 500 w and install new trans. Announced May 27.

KLGN Logan, Utah—Cp to change hours of operation from D to unl., using power of 500 w, 1 kw LS; install directional ant. for nighttime use. Announced May 22.

WCAW Charleston, W. Va.—Cp to increase daytime power to 10 kw, make changes in directional ant. system and change from DA-1 to DA-2 and install new trans. for daytime use (to main trans.). (Contingent on grant of frequency change.) Announced May 22.

CALL LETTERS ASSIGNED

KWCL Oak Grove, La.—Carroll Bcstg. Co., 1280 kc.

WCRR Corinth, Miss.—Rebel Radio Inc., 1330 kc. Changed from WKBX, effective June 1.

WGLI Babylon, N. Y.—WGLI Inc., 1290 kc.

WKRK Murphy, N. C.—James Childress, 1390 kc.

KQDI Bismarck, N. D.—Dakota Bcstrs., 1350 kc. Changed from KBMK.

WWIZ Lorain, Ohio—Sanford Schafitz, 1380 kc.

WATD Cheraw, S. C.—Pee Dee Bcstg. Co., 1420 kc. Changed from WCRE, effective June 1.

New Fm Stations

ACTIONS BY FCC

San Juan, P. R.—El Mundo Bcstg. Corp.—Granted 104.7 mc, 350 w unl. P. O. address Box

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NEW ENGLAND INDEPENDENT
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$650,000
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Excellent facility showing good profits. In growing secondary market with diversified income and above-average retail sales.

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Daytime 1 kw station well in the black. Fair real estate and some net quick assets. 29½% down. 7 years on balance.

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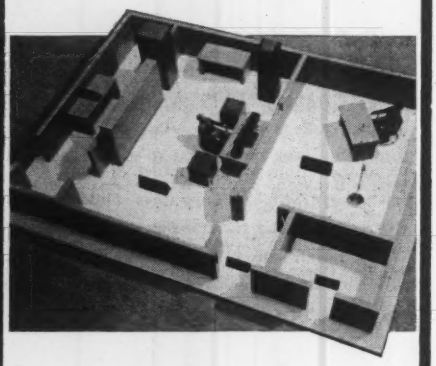

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1072, San Juan, P. R. Estimated construction cost less than $5,000; this fm will duplicate existing am service, 100%. Owner is **Angel Ramos** (99.88%) and others. Mr. Ramos is president and 73.64% owners of **WKAQ San Juan, P. R.** Announced May 22.

Lewiston, Me.—President and Trustees of Bates College*—Granted 91.5 mc, 10 w. P. O. address Norman E. Ross, Bates College, Lewiston. Estimated construction cost $1,488, first year operating cost $300. Bates president is Dr. Charles Phillips. Announced May 22.

APPLICATIONS

Lansing, Mich.—Gross Telecasting Inc., 97.5 mc, 45.63 kw. P. O. address 2820 E. Saginaw St., Lansing. Estimated construction cost $38,550, first year operating cost $12,000, revenue $15,000. Applicant is owner of **WJIM Lansing.** Announced May 23.

Elmira, N. Y.—Elmira College*, 88.1 mc, 10 w. P. O. address % Harold Throop Jr. Estimated construction cost $21,712, first year operating cost $1,750. Announced May 23.

Edmonds, Wash.—King's Garden Inc., 105.3 mc, 17.3 kw. P. O. address Seattle 33, Wash. Estimated construction cost $44,700, first year operating cost $18,000, revenue $24,000. Applicant owns **KGDN Edmonds.** Announced May 22.

Existing Fm Stations

ACTIONS BY FCC

WHOO-FM Orlando, Fla.—Granted further waiver of Sec. 3.293 of rules to extend from May 12 to Oct. 1 continued functional music operation on simplex basis. Announced May 22.

WCLM (FM) Chicago, Ill.—Granted SCA to engage in functional music operation on multiplex basis to Dec. 1. Announced May 22.

WMUZ (FM) Detroit, Mich.—Granted mod. of SCA to engage in functional music operation on multiplex basis to Oct. 1. Announced May 22.

CALL LETTERS ASSIGNED

KFIL (FM) Santa Ana, Calif.—Phillip Brestoff, 106.3 mc.

WMET-FM Miami Beach, Fla.—Community Service Bcstrs. Inc., 93.9 mc. Changed from WAHR-FM, effective May 19.

WTFM (FM) Babylon, N. Y.—WGLI Inc., 103.5 mc. Changed from WGLI-FM.

WCHF (FM) Cleveland, Ohio—Moody Bible Institute of Chicago, 103.3 mc.

Ownership Changes

ACTIONS BY FCC

KHBM Monticello, Ark.—Granted assignment of license from **James A. West Jr.,** et al., to **James R. Baker,** tr/as **Baker Bcstg. Co.**; consideration $22,500. Announced May 22.

WRWH Cleveland, Ga.—Granted assignment of cp to **Newsic Inc. (D. J. Stewart,** president); consideration $1,570. One stockholder, **H. L. Webster,** has majority interest in **WSNT Sandersville, Ga.** Announced May 22.

WKLY Hartwell, Ga.—Granted assignment of license to **Max G.** and **Edna Morris Pfaender** and **Sue Morris Hudson,** d/b as **WKLY Bcstg. Co.,** to settle estate. Announced May 22.

WARU Peru, Ind.—Granted transfer of control from **Wendell Hansen** to **Stark Bcstg. Corp. (WCMW Canton, Ohio)**; consideration $8,736 plus employment of transferor as consultant for 10 years at total of $24,500. Announced May 22.

KBAL San Saba, Tex.—Granted assignment of license from **Gilbert T.** and **J. Earl Webb** to **H. A. Stephens** and **Reuben Senterfitt,** d/b as **San Saba County Bcstg. Co.**; consideration $20,000. Announced May 22.

APPLICATIONS

WERH Hamilton, Ala.—Seeks involuntary assignment of license from **Hugh Fite,** deceased, to **Kate Fite,** executrix of estate. Announced May 26.

KIST Santa Barbara, Calif.—Seeks assignment of license from **Radio KIST Inc.** to **Western States Radio** for $197,500. **A. R. Ellman,** C.P.A., and **A. C. Morici,** canner, are equal partners in Western States. Announced May 26.

WCKR-AM-FM Miami, Fla.—Seeks assignment of license and cp from **Biscayne Tv Corp.** to **Dade Bcstg. Co.** for $800,000. New owners are **Harry** and **William Sylk** (50% each), who have minority interest in **Sun Ray Drug Co.,** which owns **WPEN-AM-FM Philadelphia.** Announced May 26.

WHYS Ocala, Fla.—Seeks transfer of control of licensee **(Marion County Bcstg. Inc.)** from **W. H. Martin, W. C. Berry, Ellis Hutto, R. H. Gibson, Harold Cullison, John Martin, C. A. Martin, Sara Upchurch** and **John Papandrea** to **Norman Bowles** and **Charles Sterno,** 50% each, for $55,000. New owners are in linen service. Announced May 27.

WDZ Decatur, Ill.—Seeks transfer of control (61%) of licensee **(Mid-States Bcstg. Co.)** from **Charles Caley** and **Harry Witherell** to **Frank Schroeder Jr.** for $91,500. Mr. Schroeder is WDZ general manager. Announced May 26.

WIOS Tawas City-East Tawas, Mich.—Seeks assignment of cp from **Roger Underhill** to **Water Wonderland Bcstg. Co. Inc.** for amount not to exceed $35,000. Water Wonderland is licensee of **WWBC Bay City, Mich.** Announced May 22.

KADY St. Charles, Mo.—Seeks transfer of control of licensee **(KADY Inc.)** from **Harmon Moseley II** to **William Cady Jr.** through acquisition of voting rights on preferred stock held by Mr. Cady. Announced May 22.

KIHO Sioux Falls, S. D.—Seeks transfer of control (51%) of licensee **(Sioux Empire Bcstg. Co. Inc.)** from **James Saunders** to **William Johns Jr.** for $9,000. Mr. Johns, whose ownership will be increased to 81%, also has interest in **KMNS Sioux City, Iowa** (72%), **WOSH Oshkosh, Wis.** (51%) and **WMIN St. Paul, Minn** (20%). Announced May 22.

NARBA Notifications

CANADIAN

List of changes, proposed changes, and corrections in assignments of Canadian broadcast stations modifying appendix containing assignments of Canadian broadcast stations attached to recommendations of the North American Regional Broadcasting Agreement Engineering Meeting, Jan. 30, 1941.

800 kc

CJAD Montreal, Que.—10 kw DA-1 unl.; Class II. Slight change in pattern only. EIO 12-15.58.

950 kc

CKBB Barrie, Ont.—5 kw D, 2.5 kw N; DA-1 unl.; Class III. Change in nighttime power from that notified on List 114. EIO 12-15.58.

1130 kc

CKWX Vancouver, B. C.—50 kw DA-1 unl.; Class I-B. Now in operation.

1150 kc

CKTR Three Rivers, Que.—5 kw D, 1 kw N, DA-2 unl.; Class III. EIO 4-15-59 (PO: 1350 kc, 1 kw DA-1).

1230 kc

CKDM Dauphin, Man.—0.25 kw ND unl.; Class IV. Delete assignment—vide 730 kc.

1470 kc

CHOW Welland-Port Colborne, Ont.—0.5 kw DA, D; Class III. Assignment of call letters.

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$95,000.00

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CUBAN

Notification of new Cuban radio stations, and of changes, modification and deletions of existing stations, in accordance with Part III, Section F of the North American Regional Broadcasting Agreement, Washington, D. C., 1950.

620 kc

Camaguey, Camaguey—250 kw ND unl.; Class IV. 6-23-58. New.

710 kc

CMDU Guantanamo, Oriente—250 kw ND unl.; Class II. 6-23-58.

1030 kc

CMGO Colon, Matanzas—.25 kw ND unl.; Class II. 6-23-58.

1180 kc

CMHV Santa Clara, Las Vegas—.25 kw ND unl.; Class IV. 6-23-58.

1230 kc

CMDM Santiago de Cuba, Oriente—.25 kw ND unl.; Class IV. 6-23-58.

1320 kc

Moron, Camaguey—250 kw ND unl.; Class IV. 6-23-58. New.

Hearing Cases

INITIAL DECISIONS

Hearing Examiner Elizabeth C. Smith issued initial decision looking toward granting application of **North Dakota Bcstg. Co. Inc.**, for new tv station to operate on ch. 11 in **Fargo, N. D.** Announced May 27.

Hearing Examiner Charles J. Frederick issued initial decision looking toward granting applications of **Golden Valley Bcstg. Co.** to increase power of **KRAK Stockton, Calif.**, from 5 kw to 50 kw and change from DA-N to DA-1, continuing unl. time operation on 1140 kc and **Radio Santa Rosa** for new station to operate on 1150 kc, 5 kw LS, 500 w N, DA-2, in **Santa Rosa, Calif.** Announced May 27.

Hearing Examiner Basil P. Cooper issued initial decision looking toward granting application of **Birney Imes Jr.**, to change facilities of station **WMOX Meridian, Miss.**, from 1240 kc, 250 w unl., to 1010 kc, 10 kw LS, 1 kw N, DA-2, and denial of application of **Mississippi Bcstg. Co.** for new station to operate on 1010 kc, 5 kw D, DA, in **Carthage, Miss.** Announced May 22.

OTHER ACTIONS

Florida Gulfcoast Bcstrs. Inc., Largo, Fla.; City of St. Petersburg (WSUN-TV), St. Petersburg, Fla.; Suncoast Cities Bcstg. Corp., St. Petersburg, Fla.; Tampa Telecasters Inc., Tampa, Fla.; WTSP-TV Inc., St. Petersburg, Fla.; Bay Area Telecasting Corp., St. Petersburg, Fla.—Designated for consolidated hearing six applications for tv operation on ch. 10 assigned to **Tampa-St. Petersburg.** All are applications for new stations except WSUN-TV which wants to shift from ch. 38. Announced May 23.

Metropolitan Bcstg. Corp., Royal Oak-Clawson, Mich.; Van Wert Bcstg. Co., Van Wert, Ohio; Lake Huron Bcstg. Corp. (WKNX), Saginaw, Mich.—By order, denied request of Lake Huron for extension of time to reply to 309 (b) letter, and designated three-mentioned applications for 1220 kc daytime operation for consolidated hearing (Metropolitan with 1 kw DA, Van Wert with 250 w, and WKNX to increase power from 1 to 10 kw; made **WAHL Hastings**, and **WMPC Lapeer**, both **Michigan**, parties to proceeding. Announced May 22.

Pan American Radio Corp., Tucson, Ariz.; Vernon G. Ludwig, Benson, Ariz.—Designated for consolidated hearing applications for new am stations to operate on 1600 kc, 1 kw D. Announced May 22.

By letter, Commission denied petition by **Storer Bcstg. Co.** for reconsideration of Commission action of Feb. 12, 1958, which denied Storer's request for issuance of tax certificate in connection with its assignment of licenses of **WBRC-AM-FM-TV Birmingham, Ala.**, to **WBRC Inc.** Announced May 22.

By memorandum opinion and order, denied petition by **WKOX Inc.**, for immediate consideration and grant of its application to modify license of **WKOX Framingham, Mass.** (1190 kc, 1 kw D) to specify limited time operation to local sunset at **Fort Wayne, Ind.** Announced May 22.

WCNY-TV (ch. 7) **Carthage, N. Y.**—Granted waiver of Sec. 3.652 to permit WCNY-TV to identify itself as **Watertown** as well as Carthage. Announced May 23.

Routine Roundup

By order, Commission amended Sec. 1.342 (b) of procedural rules governing filing of contracts relating to ownership or control by broadcast permittees and licensees, to make clear that contracts for assignment of broadcast license or permit are also required to be filed. Amendment is effective June 18. Announced May 23.

COMMERCIAL STATION BOXSCORE

As Reported by FCC through April 30

	AM	FM	TV
LICENSED (all on air)	3,196	521	415[1]
CPs ON AIR (new stations)	43	19	96[2]
CPs NOT ON AIR (new stations)	82	80	106
TOTAL AUTHORIZED STATIONS	3,321	620	661
APPLICATIONS FOR NEW STATIONS (not in hearing)	430	46	74
APPLICATIONS FOR NEW STATIONS (in hearing)	107	14	54
TOTAL APPLICATIONS FOR NEW STATIONS	537	60	128
APPLICATIONS FOR MAJOR CHANGES (not in hearing)	252	22	41
APPLICATIONS FOR MAJOR CHANGES (in hearing)	34	0	14
TOTAL APPLICATIONS FOR MAJOR CHANGES	286	22	55
LICENSES DELETED	0	2	0
CPs DELETED	1	1	3

SUMMARY OF STATUS OF AM, FM, TV

Compiled by BROADCASTING through May 27

	ON AIR		CP	TOTAL APPLICATIONS
	Lic.	Cps	Not on air	For new stations
AM	3,196	51	87	550
FM	521	21	85	66
TV (Commercial)	415[1]	96[2]	108	129

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING through May 27

	VHF	UHF	TOTAL
COMMERCIAL	425	86	511[3]
NON-COMMERCIAL	24	7	31[4]

[1] There are, in addition, eight tv stations which are no longer on the air, but retain their licenses.
[2] There are, in addition, 35 tv cp-holders which were on the air at one time but are no longer in operation and one which has not started operation.
[3] There have been, in addition, 177 television cps granted, but now deleted (33 vhf and 144 uhf).
[4] There has been, in addition, one uhf educational tv station granted but now deleted.

ACTIONS ON MOTIONS

Commission on May 22 granted motion by **KCOR Inc., San Antonio, Tex.**, for extension of time to May 29 to file replies to oppositions to KCOR petition for partial reconsideration of Feb. 26 memorandum opinion and order (which denied tv rule making petition of KCOR) and further request for institution of rule making to amend tv table of assignments in San Antonio.

By Chief Hearing Examiner James D. Cunningham on May 23

Scheduled hearings on following am applications on dates shown: July 24—**Pan American Radio Corp., Tucson, Ariz.**, and **Vernon G. Ludwig, Benson, Ariz.**; **Metropolitan Bcstg. Corp., Royal Oak-Clawson, Mich.**; **Van Wert Bcstg. Co., Van Wert, Ohio**, and **Lake Huron Bcstg. Corp. (WKNX), Saginaw, Mich.**; July 28—**Macomb Bcstg. Co. (WKAI), Macomb, Ill.**

By Hearing Examiner Jay A. Kyle on May 23

Scheduled hearing on am applications of **Hardin County Bcstg. Co., Silsbee, Tex.**, on June 16, and **Walter G. Allen, Huntsville, Ala.**, and **Marshall County Bcstg. Co. Inc., Arab, Ala.**, on June 26.

By Hearing Examiner H. Gifford Irion on May 23

On request of applicant, advanced hearing date from July 17 to June 13 on am application of **Austin Radio Co., Austin, Tex.**

Granted petitions by applicants for certain corrections to transcript re am applications of **Northside Bcstg. Co.**, and **Southeastern Indiana Bcstrs. Inc., Jeffersonville, Ind.**

By Hearing Examiner Elizabeth C. Smith on May 23

Scheduled hearing on June 26 re applications of **Williamsport Radio Bcstg. Associates Inc. (WARC), Milton, Pa.**

Granted petition by **Granite State Bcstg. Co. Inc. (WKBR), Manchester, N. H.**, for continuance of hearing on its application to June 3.

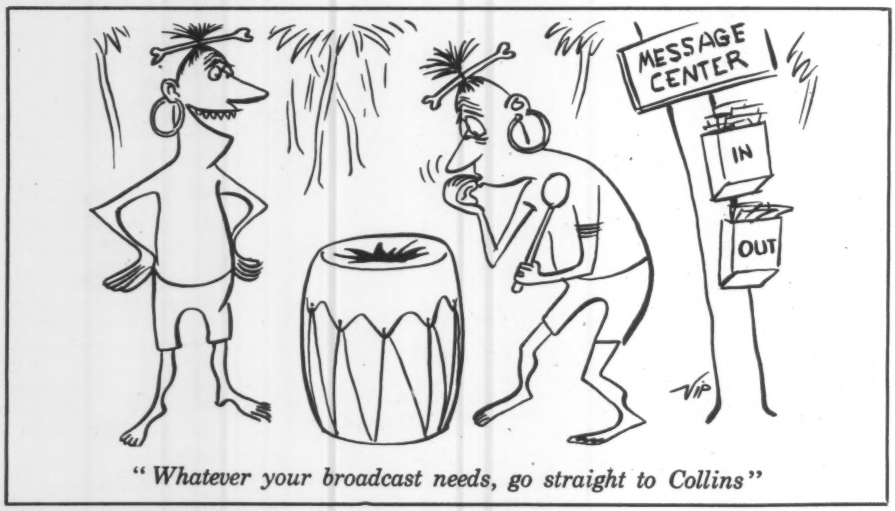
By Hearing Examiner Basil P. Cooper on May 23

Granted motion by **Lincoln Electronics Inc. (KBCH), Oceanlake, Ore.**, for continuance of evidentiary hearing from May 26 to June 6 re its application and that of **Oregon Radio Inc. (KSLM), Salem, Ore.**

By FCC

Commission on May 22 granted motion by **Wichita-Hutchinson Co. Inc. (KTVH), Hutchinson, Kan.**, for extension of time from May 22 to June 2 to file reply comments in tv rule making proceeding involving Wichita-Hutchinson, Kan.

Continues on page 98



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Michigan. Immediate opportunity for radio salesman interested in making good money. Rush all details including availability and photo. Box 481E, BROADCASTING.

Sales management plus. See "$13,000 plus" ad above under management. Box 506E, BROADCASTING.

Wanted one straight salesman. Two salesman-announcers. Needed immediately by regional station in good market. Excellent earnings and chance for advancement with strong, young, multiple station organization. Full particulars including photo and salary needs. Box 535E, BROADCASTING.

Wanted—Salesman-announcer central Nebraska location. Must have ideas, dependable and desire to make more than $500. Handle early morning shift and sell from active list. If you are the man, send complete resume, tape, photo to KGFW, Kearney, Nebraska.

Good opportunity for salesman with top rated CBS 10,000 watt station. Excellent salary and commission. Send resume, picture WCOV, Montgomery, Alabama.

Sales account executive, one of the nation's top independent radio stations, 24 hour operation, with highest ratings, needs a top-notch executive-type, with radio-tv experience. Earnings in excess of $12,000 yearly. Contact Jim Nathan, Sales Manager, Radio Station WINN, Louisville, Ky. Now—repeat—now.

Men with sales and broadcast experience, willing workers of good character and financially stable for media brokerage work. Experience in this particular field unnecessary as we prefer to train in our principles of operation. We want men who are sufficiently sold on their own abilities as salesmen to invest to the extent of their own time and efforts. Now expanding nationally and several territories open. Happy to give any of our employees, past (only two) or present, as reference. Contact Paul Chapman, 1182 West Peachtree, Atlanta.

Announcers

Opportunity for married staff announcer. Send resume. **ABC Network. Texas. Box 345E,** BROADCASTING.

Brand new station in greater Pittsburgh market needs experienced announcers with executive potential. Require minimum one year commercial experience. Above average wages, good working conditions, finest equipment. Personal interview necessary. Send tape, photo, resume immediately. Box 450E, BROADCASTING.

RADIO

Help Wanted—(Cont'd)

Announcers

Wanted: Young, ambitious announcer able to do newscast and dj shows. Good starting salary for a 5,000 watt, south Georgia station. Box 484E, BROADCASTING.

Radio announcer, fully experienced, L. I. radio station. Excellent opportunities. Box 498E, BROADCASTING.

We're second in our metropolitan market. We're looking for a top personality morning jockey who is natural and likes good music. Experience means nothing. Send resume and tape. Box 499E, BROADCASTING.

Sports director and disc jockey combination. Wonderful opportunity. All sports, including the university football. Please send tape, picture and resume to Box 532E, BROADCASTNG immediately.

Program manager for eastern Pennsylvania station. Will have complete authority subject only to manager. Must have three years experience as staff announcer. Must be good board man willing to work hard to justify further advancement. This is an excellent opportunity for an announcer who is ready to move into management. All applicants must be available for personal interview. Send tape and resume. Box 536E, BROADCASTNG.

Sports announcer, must have first phone ticket. Heavy local sports, play-by-play schedule. Must have air sales ability, voice maturity. Start $430.00. Send details, references, tape, photo. Box 542E, BROADCASTING.

Experienced sportscaster wanted for high school and junior college football, basketball and staff announcing. Send resume, tape and salary requirements. Frank O. Myers, Manager, KCMC, Texarkana, Texas-Ark.

Do you want to live in the southern Oregon vacation land? If you have a good voice, are an air personality, and have a first or second phone, send tape and photo to Ray Johnson, Manager, KMED. Good pay, excellent working conditions, top station. KMED, Medford, Oregon.

Just a good, solid announcer. 40 hours per week, Sundays off. $100.00 per week. KRFO, Owatonna, Minnesota.

Metropolitan market station going up wants live wire man to go along. Must have quality voice plus ideas. Send tape, resume, salary. Fred Epstein, KSTT, Davenport, Iowa.

DJ—first ticket, immediate. Bensman, GL 2-4671. WSHE, Sheboygan, Wisconsin.

Technical

Need chief engineer for newly acquired station in major Pennsylvania market. Must have thorough knowledge of disc recording and studio engineering directional experience helpful. Prefer young man with progressive ideas. Send full background, references and salary requirements. Box 451E, BROADCASTING.

Chief engineer-announcer, California independent. Must be good at both, but accent engineering. Send resume, tape, references, salary requirements. Box 482E, BROADCASTING.

Engineer with first ticket. Experience unnecessary. Pennsylvania. $70.00-42½ hours. Address. Box 488E, BROADCASTING.

Chief engineer. Must be able announcer and capable of complete maintenance of 250 watt full time station. Send resume to Box 492E, BROADCASTING.

First phone engineers needed for newly acquired station in eastern Pennsylvania. Send educational and employment background first letter to Box 555E, BROADCASTING.

Immediately. Chief engineer. Experienced am-fm remote operation. Maintenance, construction, full charge. Must be capable announcer. Rush tape, resume, references. Advise when available and salary expected. KSON, San Diego.

Experienced engineer - announcer. Permanent. Good pay. Send resume and tape to WDBL, Springfield, Tennessee.

RADIO

Help Wanted—(Cont'd)

Production-Programming, Others

Mr. News Director! Can you see beneath the surface news—get behind handouts? Are you a newsman who always knows what's going on? We need such a man. Why not apply and discuss your ideas? Send resume, photo Box 179E, BROADCASTING.

Medium market vhf seeking good copy writers, directors, and production people. Mid-south. Full power operation. Box 262E, BROADCASTING.

Program man, California. Music selection, logging, copywriting, announcing. Want experience, maturity, no pop dj. Send tape, resume, salary requirements. Box 483E, BROADCASTING.

Immediate opening radio-tv film producer. Want man who can write motion picture, shoot and edit single and double system sound. ⅓ time in radio planning and announcing programs. Prefer man with masters degree. Good salary, month vacation, federal retirement plan. Contact or visit Ken Thomas, Radio-TV Department, Kansas State College, Manhattan, Kansas.

RADIO

Situations Wanted

Management

With 15 years experience in radio, known as a good executive, with a law background, now disposing of present radio ownership and looking for the unusual opportunity of working with a good organization in the states, Puerto Rico or Hawaii. Family man. Looking for the right location and the right organization. Available this fall. Write Box 437E, BROADCASTING.

Young, aggressive manager, experienced in all phases, desires position in the south. Available immediately. First phone. Box 467E, BROADCASTING.

Is your station bogged down in sales, overhead, personnel, and out-moded programming? Young, well experienced radio executive ready to give your station new life. Have ideas, modern concept, ability. Minimum $12,000 plus incentive. Box 520E, BROADCASTING.

If you want audience building management, write Box 522E, BROADCASTING.

Manager-engineer desires southeastern station to manage and invest in part ownership. 11 years experience in south. Family man wanting permanency. Box 531E, BROADCASTING.

Sales manager, experienced with local and national contacts; competitive market. Box 544E, BROADCASTING.

Presently employed office manager, seeking permanency in sales promotion-station management. Excellent references. Call or write Charles Read, WBLU, Salem. Virginia. Available immediately.

Sales

Excellent radio sales-management record. Interested in small market management, sales, sales-program combination or television sales. South only. Box 475E, BROADCASTING.

Go-getter, experienced, seeking good potential. Prefer deal including air work. Can run own board. All-around man—what you're looking for. Box 505E, BROADCASTING.

Sales manager, in metropolitan market (top 25), is interested in similar capacity or manager in smaller market. Well experienced in all phases including first phone. Strong on sales and sales organizing. Box 543E, BROADCASTING.

Announcers

Experienced disc jockey, three years, good commercial, knows music, family. Box 366E, BROADCASTING.

Terrific sportscaster. Sports director. Employed. 5 years experience. References. Box 381E, BROADCASTING.

RADIO

Situations Wanted—(Cont'd)

Announcers

Announcer salesman, experienced, currently employed. Excellent references. Married. South or west. Box 411E, BROADCASTING.

Versatile—conscientious announcer. Experienced 500 to 50 kw. First phone. Negro. Box 453E, BROADCASTING.

Starting and startling! Voice swell for all sell. Have staff? Say dj? Glib adlib! No trite when I write. Vet with knowledge gained from college with well sent talent! Box 454E, BROADCASTING.

Experienced announcer seeks permanent position in Long Island, New Jersey area. Box 459E, BROADCASTING.

Announcer, salesman. 28, family. One year radio experience, eight years selling. Working in twenty thousand market, want to go up ladder. Good voice, warm and friendly air work. Top money maker in sales field. Tape available. Box 480E, BROADCASTING.

Announcer, experienced, veteran, family, young. Seek news and sports position. Box 490E, BROADCASTING.

Available, experienced announcer-disc jockey with first class ticket, married, college, excellent reputation. Would like to discuss my ability and qualifications with a god, progressive station. All replies answered and kept confidential. Box 493E, BROADCASTING.

Announcer, experienced. College student seeks summer work. Can sell and write also, long on sports. Box 494E, BROADCASTING.

Negro deejay, good board man, fast patter, smooth production. I'm the one you're looking for. Tape and resume. Box 502E, BROADCASTING.

Girl dj announcer. Go anywhere. Ready now. Run own board. Can sell too. Steady, no bad habits. Love to build audiences and grab accounts. Tape and resume. Box 503E, BROADCASTING.

Personality-dj, strong commercials, gimmicks, etc., run own board. Steady. eager to please. Go anywhere. Box 504E, BROADCASTING.

First phone. Desire California hep on pop music, AFRS experience. Box 508E, BROADCASTING.

Hooperache? Pulse faint? Sick of no-talent deejays? Top personality. Expensive. Box 509E, BROADCASTING.

Announcer-first phone, experienced pops thru classics; college degree; plays piano, drums, vibes; writes pop music; 27, excellent appearance; now dj in major eastern market; wants well paying job in radio or television. (Grateful to anyone even suggesting how best to capitalize on above abilities.) Box 510E, BROADCASTING.

Sportscaster-staff, experienced. Desire sound station with good sports program. Looking for permanent location. Box 512E, BROADCASTING.

Great voice, no. Know music, write copy, intelligent, yes. 2 years experience, toil any shift. Prefer adult shows, can do hops. Good appearance, single, now employed. Box 513E. BROADCASTING.

Beginner announcer. College, intelligent, serious, stable, mature, wants announcing position, anywhere in the USA, Hawaii. Lived and studied abroad, 32, good looking. TV okay. Want station with creative and intelligent minds. Have cultural speaking voice. Want job with future and one year contract. Plain announcing or interview desire type show. Money subordinate to job. Available latter part of June. Box 514E, BROADCASTING.

Newsman-radio, newspaper experience. Now employed. Competent reporter, writer, professional delivery. College. Best references. Radio and/or tv. Box 518E, BROADCASTING.

Need a jazz dj? Know modern jazz backward and forward. Have library and many taped interviews with famous jazz personalities in metropolitan area. Will send tape on request. Hold 3rd class ticket. Box 525E, BROADCASTING.

Look at this ad. Disc jockey, 1 year experience, college, vet., single. Aim to please. Tape, photo. Box 527E, BROADCASTING.

Have experience, will travel, negro personality dj-sales appeal. High Pulse rating. Available immediately. Box 530E, BROADCASTING.

Announcer, personality; California assignment. Experience, 12 years New York independent. Box 545E, BROADCASTING.

Announcer-dj, sales minded. News, commercials. Operate board. Tape available. Box 546E, BROADCASTING.

RADIO

Situations Wanted—(Cont'd)

Announcers

Top rated, experienced dj seeks major market slot. Married, dependable, will relocate anywhere. Box 547E, BROADCASTING.

Experienced radio personality news, disc jockey, special programming. Box 548E, BROADCASTING.

Character-actor type dj with salesmanship. Morning man with get up and go. Presently employed. Box 549E, BROADCASTING.

Radio and tv school graduate. Seeks initial position. Experienced dj, news commercial, copy, sports, operates own board. Holds restricted ticket. Young, single, veteran, travel anywhere. Box 550E, BROADCASTING.

Graduate radio and tv school. Seeks first position. Trained dj. News, commercials, copy, operates own board. Young, single, veteran. Restricted ticket. Will travel. Box 551E, BROADCASTING.

Young, ambitious, family man—seeks radio announcing, dj work as career. Radio school graduate. Salary second to opportunity. Box 552E, BROADCASTING.

Prefer Florida position ad-lib morning man. No top 40. Acceptable voice, strong production, five years experience. Want to establish and advance. Florida resident, married vet., one child. Interview desired. Box 553E, BROADCASTING.

Personality dj with 8 years experience. Desires position with freedom to produce own show. $500 monthly. Expert on music selection. Hard sell with sincerity. Box 554E, BROADCASTING.

Fourteen years broadcast experience every phase. Top-rated dj in "swingin" market. Best recommendations. Want security in top operation. Family. Write-wire Box 4056, North Las Vegas, Nevada.

First phone. Up to date on pop music: Desire college town. Two years college like to continue. Jim Horner, 1659 252 Street, Harbor City, California.

Staff announcer recent Pathfinder graduate. Good board operator. Fred Jobe, Route #2, Mebane, N.C. Telephone LO 3-4825. Start at $50.

Swinging dj now doing daily two hour show on KGGM Radio and TV Albuquerque desires to relocate southeast. Do voices and personality or straight show. After June first contact: Stan "The Record Man" Vainrib, 2151—15th Avenue, South, Birmingham 5, Alabama, ALpine 1-3082.

Technical

Engineer, first phone. Experienced. Transmitter, studio and recording. No announcing. Box 464E, BROADCASTING.

Station going non-directional. Have engineer that will be looking for job. Has first phone, will travel. Box 487E, BROADCASTING.

Florida: Engineer, 1st phone, presently working 5 kw—desire to locate in sunshine state. Announce if required. 28 years old, married, excellent references. Box 489E, BROADCASTING.

Chief engineer at southern station, two years experience with directional array. Would like change of scenery. Available in one month. Box 491E, BROADCASTING.

Engineer or combo vacation replacement. 1st phone. 4 years experience. Box 511E, BROADCASTING.

Engineer, FCC license, directional antenna experience, desires position. Phone Glenmore 3-4335, Brooklyn, N. Y. Ask for Vann, or Box 496E, BROADCASTING.

Employed radio-television engineer, 24, first class license, 8 months commercial experience, no announcing. Interested in combo-man or engineer position with station in New York-New England area. Box 515E, BROADCASTING.

Ambitious, experienced engineer, age 28, family man, desires position with a future as chief of medium or low power radio station in east. Box 517E, BROADCASTING.

Administration, construction, maintenance. Over 20 years 12 as chief. Seeking opportunity with future after ten years. Light announcing sales. Build, operate new station, salary, percentage. Box 528E, BROADCASTING.

Combo man, 1st phone, prefer no maintenance, no car. Available now. Box 540E, BROADCASTING.

RADIO

Situations Wanted—(Cont'd)

Technical

Engineer available immediately radio or television. No announcing. Call LO 5-2271, Mercedes, Texas.

Experienced first engineer desires employment in or around Philadelphia area. E. J. Bush, Box 21, Newtown Square, Penna.

TV or radio engineer. 1st phone. Recent graduate of technical school, looking for first and permanent job. Will travel anywhere. Married, Veteran. Les Kiehn, 210 Eastwood Blvd., Centereach, New York.

Have first class license, seven years radio-tv service experience. Want maintenance job with no announcing, will relocate. H. Norman Lane, Neoga, Illinois.

First class FCC license. No experience, but willing and anxious to learn. C. J. Stoll, 5304 Parkland Ave., Dallas, Texas.

Production-Programming, Others

Programming is my specialty. Quality, integrity and originality, stimulates business. Size of market secondary. Guarantee results. Box 523E, BROADCASTING.

Program and news director, 250 watt independent, desires relocation central New York state. B.S. Speech and Drama, M.S. Radio-Television; Married, family; veteran. Interested educational broadcasting. Available July first. Empire Services, 219 Green Street, Syracuse, New York.

TELEVISION

Help Wanted

Announcers

Imaginative, experienced on-camera strong, hard-sell commercial announcer. Good ad libbing a must. State salary requirements. Send recent photo and tape along with references. Large southeast market. Box 469E, BROADCASTING.

Technical

Experienced engineer. All-around man on studio and transmitter capable of becoming technical director of medium market, mid-south full-power vhf. Box 171E, BROADCASTING.

Chief engineer for small Rocky Mountain network vhf. Consider capable experienced engineer looking to move up to chief. Box 539E, BROADCASTING.

Production-Programming, Others

TV copywriter, female. Must write good sell copy and perform other duties. California station. Box 419E, BROADCASTING.

Continuity writer: One with creative ideas with top rated NBC television station in midwest. This is an opportunity to put your commercial ideas to work in a production minded station. Write Box 424E, BROADCASTING.

TELEVISION

Situations Wanted

Management

Experienced general and commercial manager, who has worked serving network, national spot and local business, desires position with compensation commensurable with results. Married. References. Box 537E, BROADCASTING.

Television manager/sales manager, experience in all phases of production and sales. Know how to make radio and television pay dividends. Proven track record in personal sales in addition to managerial capacities. Young, energetic, family, B.S. degree with graduate work. Seeking opportunity with progressive station. Box 541E, BROADCASTING.

Sales

Available. Hard driving, creative salesman; a real, "heavweight". early thirties, well-liked well-known. Ten years radio and television sales experience: local, regional and national. Have contacts in practically every advertising agency in New York. Sales record—excellent. (Actually it's tremendous) know just about everyone in this field. Now employed, seeking new assignment in New York or vicinity. Excellent references. Box 387E, BROADCASTING.

Announcers

Talented tv-radio announcer, fifteen years professional experience. $125.00 week and up. Box 433E, BROADCASTING.

TELEVISION

Situations Wanted—(Cont'd)

Announcers

Want major college area sports situation. Experience: TV, six years Big Ten play-by-play. Box 526E, BROADCASTING.

Technical

10 years am-tv experience. 3 years chief and 4 years supervisory. Desire chief or supervisory position. Box 447E, BROADCASTING.

First phone, 4 years college, B.A. Degree, practical training camera, lighting, production and directing. Willing to travel. Excellent references. Box 501E, BROADCASTING.

Employed tv transmitter-studio engineer, 24, first class license, 8 months commercial experience; desires employment with tv station in New York-New England area. Box 516E, BROADCASTING.

Production manager—5 years university, professional entertainer, full experience, age 27, married. 120 S. Dawson St., Apt. B, Thomasville, Georgia.

Production-Programming, Others

Wanted tv production! R-tv graduate B.S. Single, vet, 24. AFRTS/experience, will consider other suitable openings, can relocate. Box 439E, BROADCASTING.

Television news director medium market desires staff job or better with large-market news operation. Experienced photographer (filmed over 1300 local stories this past year); film editor, and writer of daily newscast. Also public relations and announcing experience. Young, single, veteran, college graduate. Box 497E, BROADCASTING.

Floor manager, production, talent, two years experience. Midwest tv station, tv college graduate. Available at once! Future more important than salary. Box 500E, BROADCASTING.

Need solid staff man? Production chief? Chicago tv agency writer-producer anxious to get back to creativity of station tv work. 21 years experience radio-tv. Box 529E, BROADCASTING.

Director-announcer, 31, five years with one of the best in medium market. Relocate east. Available for interview. Box 538E, BROADCASTING.

Fourteen years radio-tv announcing; direction; production; programming; sales. Thorough know-how. Only top stations reply. $200 week minimum. Best recommendations. Write-wire Box 4056, North Las Vegas, Nevada.

FOR SALE

Stations

Daytime station in major mid-west market. Not a powerhouse, but a good operation with potential under local ownership-operation. Present owner leaving area. Terms available but approximately $40,000 down payment required. Information will be given to qualified people only. Write Box 436E, BROADCASTING.

For sale . . . Profitable southwestern full time radio station to responsible purchaser. Box 524E, BROADCASTING.

For sale 1 kw daytimer in Lexington, Kentucky. Fast growing town. Box 534E, BROADCASTING.

Northeast profitable monopoly market station $275,000; major market suburban, $200,000; secondary market, $60,500, Terms. Chapman Company 17 E. 48th New York.

Waiting buyers, listings wanted, Hollingsworth Co., Inc., "Guess The Lucky Secret Word." Program. 514 Hempstead Ave. W. Hempstead, N. Y.

Florida major market profit history $500,000 on terms. Cash discount. Chapman Company, 1182 W. Peachtree, Atlanta, Ga.

Norman & Norman, Inc., 510 Security Bldg., Davenport, Iowa. Sales, purchases, appraisals, handled with care and discretion. Experienced. Former radio and television owners and operators.

Write now for our free bulletin of outstanding radio and tv buys throughout the United States, Jack L. Stoll & Associates, 6381 Hollywood Blvd., Los Angeles, Calif.

Rocky Mountain local station $90,000, some terms. Chapman Company, 33 W. Micheltorena, Santa Barbara, California.

Low overhead daytimer. $70,000. 29% down. Great potential. Melvin Stone, Falmouth Hotel, Portland, Maine.

Deep south one and two station markets (5) some profitable, some not. Price range $35,000 to $125,000. Terms. Chapman Company, 1182 W. Peachtree, Atlanta.

FOR SALE—(Cont'd)

Equipment

RCA microwave STL complete-7000 mc., 0.1 watt color-corrected, excellent condition. Includes four ft. dishes, tripods, pan tilt heads. Available immediately. Box 533E, BROADCASTING.

Tape recorders: replacing with new. 3, PT6-AH. 2, PT6-M. 2, PT6-J, Magnecorders in service less than three years. 2 PT-6 AH need some repair, others in excellent condition. Rack mounted. $900 buys all, no partial sale. Contact Richard Tuck Enterprises, KBEC Waxahachie, Texas.

For sale—WE 310 B 250 watt transmitter 1240 kc excellent condition with external voltage control. Just removed from service—complete set spare tubes. Ideal for spare unit or Conelrad. $500 FOB. Bert Wick, KDLR, Devils Lake, N. Dak.

Tower—115' new self-standing Dresser-Ideco. In crates, never erected. Complete drawings. KTWO-TV, Casper, Wyoming.

50-watt microwave, Raytheon MTR-50 transmitter and receiver with two 10-foot dishes. WCBC-TV, Anderson, Indiana.

Gates turntable, mod CB-11 cue panel $75.00. 2 RCA 70-D turntables each $150.00. Type 212 A-1 Collins console, Inc. Relays and 409 U-2 power supply $275.00. PT6 AH Magnecorder $90.00. PT6 J amplifier $75.00. Prices FOB Galesburg, Ill. Ray Bevenour, C.E., WGIL, Galesburg, Illinois.

FM 1 kw GE amplifier, little used, good condition also GE rack two program and one monitor amplifier, two jack panels and accessories. GE transmitter console. Contact Manager, WLNA, Peekskill, N. Y.

Gates BC1E 1 kw transmitter 31B console, WLSI, Pikeville, Kentucky.

One (1) Magnecord PT6-P/PT6-PS. Recently factory overhauled. $350,000 F.O.B. Radio Station WTCR, Ashland, Ky.

Commercial crystals and new or replacement crystals for RCA, Gates, W. E. and Bliley holders; regrinding, repair, etc. Also A. M. Monitor service. Nationwide unsolicited testimonials praise our products and service! Send for catalog. Eidson Electronic Co., PR 3-3901, Temple, Texas.

Weather warning receivers—for Conelrad and disaster weather warnings. Air Alert II—$46.50; Air Alert I—$89.50. Write Miratel, Inc., 1080 Dionne St., St. Paul 13, Minn.

WANTED TO BUY

Stations

Ad agency exec wants small, medium market radio station. Give details, terms. All replies confidential. Box 471E, BROADCASTING.

AM broadcasting station in Rocky Mountain area: Montana, Wyoming, Colorado, Idaho, Utah preferred, Oregon or Washington possibly. Prefer fulltime outlet; daytime station considered. Adequate financing available. Replies confidential. No brokers please. Box 486E, BROADCASTING. **Middlewest or east.** Owner-operator wants station or cp. Financially qualified. Potential more important than billing. Confidential. Box 519E, BROADCASTING.

Equipment

Transmitter, 5 kw am air cooled, not over 10 years old. Give details. Box 413E, BROADCASTING.

STL audio link 925 Mc. band. Give full details. Box 495E, BROADCASTING.

Wanted: Used kw transmitter and all equipment for installation. State condition history and price first letter. Box 521E, BROADCASTING.

4 by 5 Balop projector. Call collect, KRTV, Great Falls, Montana, Glendale 3-2433.

1000 watt fm amplifier. KYFM, 4516 North Libby, Oklahoma City, Okla.

Vidicon tv cameras and accessories. Gene O'Fallon & Sons, Industrial TV Specialists, 639 Grant St., Denver 3.

INSTRUCTIONS

FCC first phone preparation by correspondence or in resident classes. Our schools are located in Hollywood, California and Washington, D. C. For free booklet, write Grantham School, Desk B2, 821 - 19th Street, N. W., Washington, D. C.

FCC first phone license in six weeks. Guaranteed instruction by master teacher. G.I. approved. Phone FLeetwood 2-2733. Elkins Radio License School, 3605 Regent Drive, Dallas, Texas.

Since 1946. The original course for FCC 1st phone license. 5 to 6 weeks. Reservations required. Enrolling now for classes starting June 25, September 3, October 29. For information, references and reservations write William B. Ogden Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California.

A Successful Time Rep Is Available

To Help You Build Your National Spot Business

"ONE OF THE FINEST TIME SALESMAN IN THE BUSINESS . . ."

Who says so? *The top agency media men and rep salesmen listed below say so.*

He has long years of top experience. His reputation is excellent. His contacts are the best. He has sold over $10,000,000 worth of Time in the past. He hopes to sell a lot more in the future. Will consider opportunity outside New York City.

15 TOP AGENCY AND REP PEOPLE RECOMMEND HIM
CALL ANY OF US FOR SPECIFIC FACTS OR WRITE
BOX 485E, BROADCASTING

Joe Ruggiero	Newman McEvoy	Gert. Scanlon
Bill Dollard	John McSweeney	Ed Coughlin
Frank Fitzpatrick	Jerry Lyons	Chet Slaybaugh
Tom Lynch	Ted Kelly	Bob Muth
Norman Chester	Lorraine Ruggiero	Tom Lynch

INSTRUCTIONS—(Cont'd)

A job for you! The National Academy of Broadcasting starts summer term June 5. Many radio and tv jobs are offered to professional graduates as announcers, disc jockeys, news and sports directors, managers of women's programs, traffic and sales.

FCC first phone license July-August tutoring course. Monty Koffer, 105 E. 16th Street, Brooklyn, N. Y. BU 2-4622.

MISCELLANEOUS

Bingo Time U.S.A. printers of personalized bingo type game sheets for radio and television programs. We also distribute ½ hr. bingo type film series, mc'd by popular film personalities. P.O. Box 1871, Hollywood 28, Calif. Tel: Hollywood 2-4038.

RADIO

Help Wanted

Management

WANTED—YOUNG SALESMAN ON THE WAY UP

Unusual opportunity for top-notch, aggressive young salesman ready for sales managership of fine station in pleasant small Eastern college market of 30,000. Married and must like small city life. Career opening. Excellent advancement possibilities. Substantial organization buying additional stations. We will pay a substantial base plus strong incentive. The right man able to attain reasonable sales objectives will gross $7500-$10,000 or better. Present billing over $100,000 with excellent potential. Write or wire full details, photo if available, Suite 3500, 40 Wall St., New York 5, N. Y.

Sales

SALESMAN WANTED

Above average earnings North Florida's leading radio station independent. High Nielsen and Pulse. Salary plus commissions and expenses. Opportunity to advance.
Paul Meyer, WTAL Tallahassee, Florida, Drawer A. Main Post Office

Announcers

RADIO NEWSMAN

Number One rated 24-hour news and music station in midwest metropolitan market. Must report, write and deliver fast moving, colorful newscasts. Rush tape, photo, experience and salary expected.

Box 556E, BROADCASTING

RADIO

Situations Wanted

Announcers

NEED A D. J.?

B. C. A. Placement Service has them . . . with and without experience. All eager to please and make you money! Best trained anywhere, run own boards. No prima donnas. Thoroughly screened. Write or wire collect immediately:

Milt Stillman, Placement Service
Broadcast Coaching Associates
1639 Broadway, Capitol Theatre Bldg.
N. Y. C. 19, N. Y.
JUdson 6-1918. No charge for either party.

EMPLOYMENT SERVICE

A Specialized Service For
Managers Commercial Managers
Chief Engineer Program Managers
CONFIDENTIAL CONTACT
NATIONWIDE SERVICE
BROADCASTERS EXECUTIVE PLACEMENT SERVICE
1736 Wisconsin Ave., N. W.
Washington 7, D. C.

FOR SALE

Equipment

TAPE RECORDERS
All Professional Makes
New—Used—Trades
Supplies—Parts—Accessories
STEFFEN ELECTRO ART CO.
4401 W. North Avenue
Milwaukee 8, Wisc.
Uptown 1-8150 TWX: MI-193
America's Tape Recorder Specialists

Dollar for Dollar

you can't beat a classified ad in

getting top-flight personnel.

FOR SALE

TV MOBILE UNIT—real eye-catcher, ready for installation of field equipment. Can accommodate up to four cameras, lots of storage space. Top platform suitable for mounting cameras. Reasonably priced.

Address all inquiries to:
225 East Miner Avenue
Stockton, California
HOward 6-6981

FOR THE RECORD *continues from page 94*

By Commissioner Robert T. Bartley on May 22

Granted petition by **J. E. Willis, Lafayette, Ind.**, for extension of time to June 2 to file reply to exceptions to initial decision in proceeding on its am application and that of **Crawfordsville Bcstrs. Inc., Crawfordsville, Ind.**

Granted petition by **Walter G. Allen, Huntsville, Ala.**, for extension of time to June 2 to file reply to petition of **Marshall County Bcstg. Co. Inc., Arab, Ala.**, for enlargement of issues in proceeding on their am applications.

Granted petition by **Acadian Television Corp., Lafayette, La.**, for extension of time to May 29 to respond to petition by **KTAG Associates (KTAG-TV), Lake Charles, La.**, for revision of issues and request for mod. of hearing procedure in **Lake Charles-Lafayette, La.**, ch. 3 proceeding.

By Chairman John C. Doerfer on May 21

Granted motion by Broadcast Bureau for various corrections to transcript of oral argument in proceeding on am application of **Jackson County Bcstg. Co., Maquoketa, Iowa.**

By Chief Hearing Examiner James D. Cunningham on May 15

Scheduled hearings on dates shown in following proceedings: matter of voluntary transfer of control of **M & M Bcstg. Co. (WMAM and WMBV-TV), Marinette, Wis.**, on July 15; **New Bedford, Mass.**, ch. 6 proceeding **(Wilson Bcstg. Corp.**, et al.), and proceeding on am applications of **North Star Bcstg. Co., Windom, Minn.**, and **Radio Inc., Charles City, Iowa**, on July 22.

By Hearing Examiner Charles J. Frederick on dates shown

Granted petition by **David M. Segal, Boulder, Colo.**, for leave to amend his am application to specify the frequency 1550 kc with 1 kw power, D, rather than 1360 kc, 500 w D, and application, as amended, is removed from hearing status and returned to processing line. Action May 19.

Scheduled prehearing conference for June 5 on am applications of **Pompano Beach Bcstg. Corp., Pompano Beach, Fla.**, et al. Action May 20.

Ordered that further prehearing conference scheduled for 10 a.m., June 2, is rescheduled for 11:30 a.m., the same date, on am application of **Kenneth G. Prather** and **Misha S. Prather, Boulder, Colo.** Action May 22.

Ordered that further hearing scheduled for May 22 is rescheduled for June 16 in proceeding on am applications of **Binder-Carter-Durham Inc. (WAMM), Flint, Mich.**, et al. Action May 22.

Granted petition by **Enterprise Bcstg. Co., Fresno, Calif.**, to extent that proffered Exhibit No. 5 is received in evidence except for last paragraph thereof which is hereby rejected, and denied in all other respects; record then closed in proceeding on am applications of Enterprise, et al. Action May 23.

By Hearing Examiner Millard F. French on May 20

Granted petition by Broadcast Bureau for extension of time to June 4 to file proposed findings in proceeding on am application of **WNAB Inc. (WNAB), Bridgeport, Conn.**

By Hearing Examiner Herbert Sharfman on May 20

Granted motions by Broadcast Bureau and **Sacramento Telecasters Inc. (KBET-TV), Sacramento, Calif.**, to correct transcript in various respects in proceeding on application for mod. of cp of KBET-TV.

By Hearing Examiner Annie Neal Huntting on May 22

Granted petition by **Illiana Telecasting Corp.**, for leave to amend its application for new tv station to operate on ch. 2 in **Terre Haute, Ind.**, to specify new site and to substitute new Section V of FCC Form 301.

BROADCAST ACTIONS

By Broadcast Bureau
Actions of May 23

KOMA Oklahoma City, Okla.—Granted assignment of licenses to **Burton Levine**, et al., d/b under same name.

KLAD Klamath Falls, Ore.—Granted assignment of license to **Myer Feldman**, et al., d/b under same name.

WAAA Winston-Salem, N. C.—Granted relinquishment of negative control by **Arnold Schneidman** through sale of stock to **Seymour Schneidman, Vincent Colangelo** and **Mark A. Abbott.**

WHAN Charleston, S. C.—Granted cp to change ant.-trans. location and make changes in ant. and ground system.

WSSC Sumter, S. C.—Granted cp for changes in ant. system (increase height) and ground system.

KAFE (FM) Oakland, Calif.—Granted mod. of cp to change ant.-trans. location; ERP to 1.5 kw; ant. height to 1,080 ft.; remote control permitted; engineering condition.

Actions of May 22

WMFJ Daytona Beach, Fla.—Granted request for cancellation of cp for alternate main trans.

WSMI Litchfield, Ill.—Granted cp for changes in ant. system (add remote pickup ant.); engineering condition.

WIP Philadelphia, Pa.—Granted cp to install new main trans.

WJAR Providence, R. I.—Granted cp to change aux. trans. from DA-2 to DA-N; remote control permitted from main studio while using nondirectional ant.

KITT (FM) San Diego, Calif.—Granted cp to

increase ERP to 46 kw, install new trans. and ant. and decrease ant. height to 168.2 ft.

WOAI San Antonio, Tex.—Granted mod. of cp to install new trans.; engineering condition.

Following stations were granted extension of authority to operate specified hours—**WIRB Enterprise, Ala.**, 5:30 a.m. to 3 p.m., week days and 7 a.m. to 9 p.m. Sundays until June 30; **KAPA Raymond, Wash.**, Monday through Saturday 6:30 a.m. to 6:30 p.m., PST, for period ending Sept. 2.

KFBK-FM Sacramento, Calif.—Granted extension of authority to remain silent for period ending June 26.

Following stations were granted authority to remain silent—**KHCD Clifton, Ariz.**, beginning June 1 and ending Sept. 1; **WDAE-FM Tampa, Fla.**, from May 14 to July 31.

Following stations were granted authority to sign off as shown: **WCHO Washington Court House, Ohio**, at 7 p.m., EST, for period ending 8-31, except for special programming; **WKOV Wellston, Ohio**, at 7 p.m., for period through 8-31, EST, except for special programming when operation may continue up to licensed sign-off time; **KRNS Burns, Ore.**, at 6:30 p.m. from 5-24 to 8-24; **WSMT Sparta, Tenn.**, at 6 p.m., for period ending 8-31.

KFMM Tucson, Ariz.—Granted request to cancel mod. of cp dated 4-23 and revert to authority of 11-21.

KNAC-TV Fort Smith, Ark.—Granted mod. of cp to change studio location (same as trans. location).

WSEE Erie, Pa.—Granted mod. of cp to change studio location and for waiver of Sec. 3.613 (a) of rules.

Following were granted extensions of completion dates as shown: **WIS-TV Columbia, S. C.**, to 12-4; **KAYS-TV Hays, Kan.**, to 9-1; **WSIX-TV** (main trans. and ant.) **Nashville, Tenn.**, to 12-2; **WOAI San Antonio, Tex.**, to 11-28.

Actions of May 21

WINE Kenmore, N. Y.; WILY (FM) Buffalo, N. Y.—Granted assignment of licenses to **John Kluge** and **Marcus J. Austad** (Mark Evans), d/b as **Western New York Bcstg. Co.**

WFBL Syracuse, N. Y.—Granted cp to change studio location to **Collamer Road, Town of DeWitt, N. Y.** (same as trans. redescribed) and install new trans.

WRFK Richmond, Va.—Granted cp to increase ERP to 3.6 kw, decrease ant. to 110 ft., install new type trans. and ant., and change ant.-trans., and studio location and remote control point of noncommercial educational fm station.

KRON-FM San Francisco, Calif.—Granted mod. of cp to increase ERP to 13.5 kw, and change type ant., subject to condition that grant is without prejudice to whatever action may be necessary as result of decision in case of **Standard Radio and Television Co.**, a corporation v. **The Chronicle Pub. Co.**, a corporation, et al., Superior Court, Calif.

KEYM Santa Maria, Calif.—Granted mod. of cp to decrease ERP to 3.2 kw, change ant. height to minus 135 ft., change type trans. and ant.; engineering condition.

Following were granted extensions of completion dates as shown: **KAMP El Centro, Calif.**, to 8-1; **KQXM Riverside, Calif.**, to 9-1; **WSBA-TV York, Pa.**, to 11-22.

Actions of May 20

WRLP Greenfield, Mass.—Granted assignment of license to **Springfield Television Bcstg. Corp.**

KBIC-TV Los Angeles, Calif.—Granted cp to replace expired cp for new tv station.

WJR Detroit, Mich.—Granted cp to install new main trans.; remote control permitted; engineering condition.

WIBM-FM Jackson, Mich.—Granted mod. of cp to change type trans.

Actions of May 19

KIKK Bakersfield, Calif.—Granted assignment of cp to **Valley Radio Corp.**

Granted licenses for following stations: **KZOK Prescott, Ariz; KDGO Durango, Colo; WAUC Wauchula, Fla.; WAZA Bainbridge, Ga.; WXLI Dublin, Ga.; WSMN Nashua, N. H.; WALO Humacao, P. R.; WAGE Leesburg, Va.; KFKF Bellevue, Wash.; KRSC Othello, Wash.; WRAJ-FM Anna, Ill.**

WLAN-FM Lancaster, Pa.—Granted license covering change in type trans.

KNBY Newport, Ark.—Granted license covering installation of new trans.

KXLJ Helena, Mont.—Granted license covering installation of new trans., change in studio location and operate trans. by remote control.

WHMS Charleston, W. Va.—Granted license covering installation of new trans.

KWTX Waco, Tex.—Granted license covering installation of old main trans. as aux. at main trans. site; remote control permitted.

KYSM-FM Mankato, Minn.—Granted license to cover cp to reduce ERP.

WAWK Kendallville, Ind.—Granted license covering change to nondirectional ant.

WAVN Stillwater, Minn.—Granted license covering increase in power and installation of new trans.

WLOK Memphis, Tenn.—Granted license covering change in ant. system (remove series resistor).

KYA-FM San Francisco, Calif.—Granted extension of completion date to 8-19.

License Renewals

Following stations were granted renewal of license: **KAMD Camden, Ark.; KDQN DeQueen, Ark.; KPOC Pocahontas, Ark.; KROF Abbeville, La.; KXAR Hope, Ark.; KZEA Shreveport, La.; WABL Amite, La.; WAPF McComb, Miss.; WBLE Batesville, Miss.; WHNY McComb, Miss.; WLSM Louisville, Miss.; WMDC Hazlehurst, Miss.; WNAG Grenada, Miss.; WRBC Jackson, Miss.; WSSO Starkville, Miss.; KALB-TV Alexandria, La.; KARK-TV Little Rock, Ark.; KATV Pine Bluff, Ark.; KSLA-TV Shreveport, La.; KTBS-TV Shreveport, La.; KTHV Little Rock, Ark.; WTOK-TV Meridian, Miss.; WSGN Birmingham, Ala.; WLAQ Rome, Ga.; WKDK Newberry, S. C.; K70AA Bishop, Calif.; K70AI Prineville, Ore.; K70AO Boise City, Okla.; K71AA Ellensburg, Wash.; K72AC Brownlee Power Plant Camp, Ore.; K72AD Alturas, Calif.; K72AE Needles, Calif., and Gas City, Ariz.; K72AF Battle Mountain, Nev.; K73AA Bishop, Calif.; K73AB Sopris and area, Colo.; K73AC Havre, Mont.; K73AF Rawlins, Wyo.; K74AB Madras, Ore.; K74AC Bayfield and Ignacio, Colo.; K74AD near Pagosa Springs, Colo.; K76AA Prineville, Ore.; K76AC Brownlee Power Plant Camp, Ore.; K77AA Bayfield and Ignacio, Colo.; K77AB Alpine and Marfa, Tex.; K77AF San Saba, Tex.; K83AB Santa Rosa, N. M.; W82AA North Warren, Pa.; WDMG Douglas, Ga.; WMEN Tallahassee, Fla.**

PROGRAMS & PROMOTIONS

WHDH-TV Prison Film Praised; WNTA-TV Repeats Documentary

A half-hour documentary film program on prison life produced by WHDH-TV Boston and presented on that station May 7, received such favorable response from viewers and community leaders that WNTA-TV Newark sought and received permission to telecast the film yesterday (Sunday).

A spokesman for the station indicated that the documentary, "Inmate—The Walpole State Prison Story," will be made available to tv stations that request it, provided clearances can be obtained from unions involved in the production. The film was produced within the walls of the prison by WHDH-TV's news staff in cooperation with the Massachusetts Dept. of Correction. In order to get "the feel" of prison life, three WHDH-TV staffers—producer-writer Joe Levine, director-editor Matt Connolly and associate producer Jim Harrington—spent 24 hours in the prison as "inmates." The actual filming, with a staff cameraman and a sound engineer joining the team, took eight days in jail.

The station was beseiged with congratulatory messages from government and community leaders, including Gov. Foster Furculo of Massachusetts.

KRCA (TV) Viewer Wins Trip

For guessing most nearly the number of impressions made by the tv commercial cartoon characters, Mr. Gaffers and Mr. Sattler, on the audience of KRCA (TV) Los Angeles during February and March, Harold Lamberth won a trip for two to Hawaii given by Utility Appliance Corp., Los Angeles. Contest was conducted among dealers in Gaffers & Sattler products and their employes to stress the change in name that identifies all Utility appliances as Gaffers & Sattler, following the success of the tv cartoon characters in selling ranges [ADVERTISERS & AGENCIES, Dec. 23, 1957]. Mr. Lamberth, a serviceman for Anthony Bros. refrigeration sales and service of Inglewood, Calif., guessed that the pair had made 41,221,404 viewer impressions during the two-month contest period, only 13,196 off the official total of 41,234,600. This figure was arrived at by averaging the ratings of Pulse and Nielsen for the KRCA programs in which or between which the G & S commercials appeared, multiplying this average by the number of tv homes in the KRCA signal area (approximately 2.3 million, KRCA told contestants) and that figure by two (average number of viewers per set). How Mr. Lamberth arrived at his winning figure was not disclosed. Utility's agency is Robinson, Jensen, Fenwick & Haynes, Los Angeles.

Thousands Search for KMYR Check

Change of ownership and new policies for KMYR Denver are being publicized by one of the most intensive promotional campaigns it has ever conducted.

The station has just concluded a "$50,000 Treasure Hunt" which was written-up in local papers and *Time* magazine. (KMYR stipulated that if the prize wasn't located by May 12 it would depreciate to $1,000.)

First clues to the location of the $50,000 check were aired May 1; that morning Denverites awoke to find the city had been plastered with posters announcing the contest. Among other stunts to promote the

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AND COMPANY

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OF RADIO AND TELEVISION STATIONS
EVALUATIONS
FINANCIAL ADVISERS

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NAtional 8-1990

NEW YORK
60 East 42nd Street
MUrray Hill 7-4242

CHICAGO
35 East Wacker Drive
RAndolph 6-6760

DENVER
1700 Broadway
AComa 2-3623

contest: A helicopter load of gifts (ranging from a cigarette lighter to a $100 bill) fitted with small parachutes were dropped and two trucks loosed over 10,000 gift certificate-bearing balloons. A dozen models were hired by KMYR to give out numbered leaflets plugging the treasure hunt. Numbers were broadcast and prizes given to the people who presented the corresponding leaflets. Color movie trailers were placed in six downtown theatres and many thousands of flyers were given out by stores in the station's coverage area.

Clues to the check's location led a large number of hunters to converge on a residential section (a housing contractor has instituted a claim against KMYR for $40,000 for damage done by zealous hunters) and the check was eventually found in that area. Due to the length of time taken to find the prize, the check was for $1,000. At one point during the hunt, a temporary restraining order was issued by a local judge to stop the station airing further clues as searchers were trespassing and damaging property. KMYR subsequently sent a squad in a truck to help clean up the area.

Helicopter Reports for WJBK

Detroit motorists driving to and from work are being aided by WJBK Detroit with a series of traffic-copter reports.

Each Monday, Thursday and Friday during the morning and afternoon rush hours the station's program director, Bob Martin takes a mike up in a helicopter and broadcasts traffic conditions on the city's main arteries. The reports are heard on Monday's *Morning Express* and the afternoons on *McLeodsville, U. S. A.*

How to Sell Men's Wear—RAB

Radio Advertising Bureau is distributing to its membership a seven-piece information kit on men's wear retail trade which the bureau claims was researched and compiled in the shop over a four-month period at a cost of $10,000. Included is a booklet titled "Your Store Can Get Results Like These With Radio," a 15-page analysis of the successful radio strategy used by 15 different men's wear retailers throughout the U. S. Markets covered vary in size from small towns such as Watertown, S. D. (pop. 13,000) to major cities such as New York (pop. 9 million).

Grocers See Convention On Film

KFMB-TV San Diego contributed toward the city's efforts to attract conventions last month by filming activities in connection with the meeting of the Western States Chain Grocers Assn. at the Hotel de Coronado.

For the third consecutive year KFMB-TV produced films of the convention and presented them at the conclusion of the sessions. This year the group adopted a resolution expressing thanks to Dan Bellus, head of the promotion department of the station, who directed the film production. The grocers also voted to return to the Coronado next year.

The time factor was a handicap to hurdle in getting footage of the last evening session on the film for showing later that night. The last foot of film was taken at 8:15 p.m. and delivered across the bay to the station for processing, editing and splicing. The completed film was returned to the convention hall in time for the 10:30 p.m. showing to more than 225 delegates and their wives.

WITH Aids Straw Hat Revival

A cooperative venture to revive the "Straw Hat Day" tradition in Baltimore was conducted May 15 when Dick Skeen, president of Warner & Co., men's store there, dramatized the occasion by inviting WITH Baltimore to broadcast from the window and the front sidewalk of the store from 10 a.m. to 8 p.m.

Baltimore men were made straw hat conscious again by the guests who were interviewed during the day. Celebrities participating at the revival event included political candidates for governor and for the U. S. Senate, and singing star Julius LaRosa.

WISN, WRIT Go Stereophonic

Two Milwaukee radio stations, WISN and WRIT, are cooperating on a weekly series of sterephonic broadcasts and report excellent response. Both tracks of stereotape are played on special equipment at WISN, with one fed via telephone line to WRIT and aired simultaneously with the WISN signal (all WISN station break commercials are aired on WRIT). Listeners are advised to place two radios about eight feet apart and equate volume of both receivers. Program is aired Tuesday, 10:30-45 p.m., and sponsored by Standard Electric Co.

ABC-TV to Focus on Youth

ABC-TV announced last week it will this fall present *Youth Anonymous,* an hour-long filmed and live study of teenagers and juvenile delinquency problems. The report, part of the network's newly inaugurated series of which *Prologue 1958* and *Report Card 1958* were forerunners, will feature ABC News head John Daly, Washington bureau chief John Secondari and commentators Edward P. Morgan, Quincy Howe, Don Goddard and Robert Fleming.

NEWS ON THE WING

WFBM-TV Indianapolis engaged 10 homing pigeons to rush film back to the studio from the Indianapolis Motor Speedway Friday. Prohibited from picking up the Memorial Day 500-mile race live, Bill Fagan, WFBM-TV assistant program director, arranged to shoot the event on special 10-frame rolls of 35mm film. The film was to be rolled into capsules and strapped on the birds' backs before their release at trackside for a six-mile flight to the tv studios.

WFBM-TV secured its feathered news corps from the Indianapolis Homing Pigeon Club. Marlin Reid, club secretary, conducted intensive flight training from the studio roof before the race.

A WEEK'S vacation for two in Honolulu will be awarded the KNXT (TV) Los Angeles viewer who submits the best name for the above cartoon character. The caricature introduces the station's *Early Show* (Mon.-Fri., 4:30-5:55 p.m.) and the show's commercials. ("His job," says KNXT, "is to sell the commercial—which then sells the product.") The contest closes May 30.

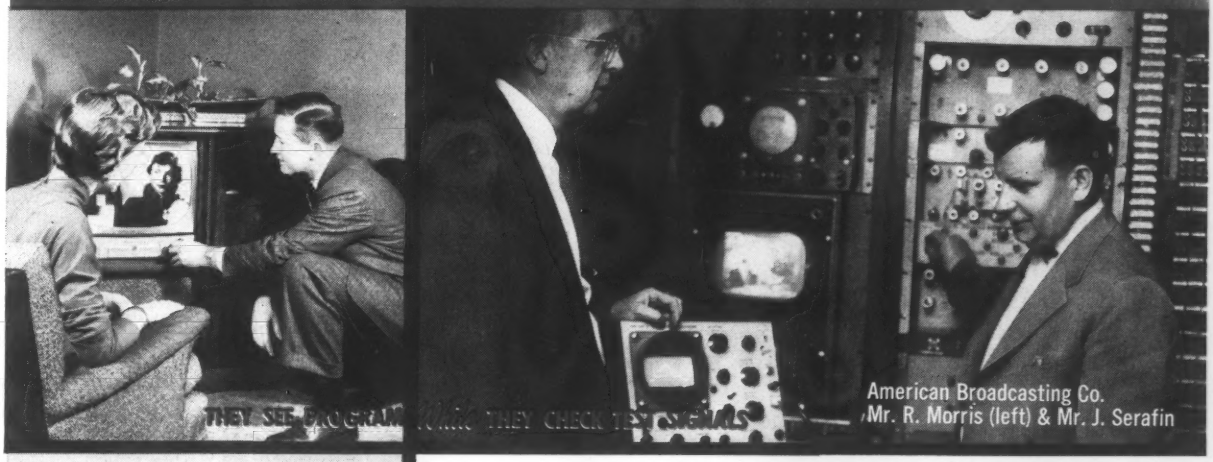
WGN Searching for Opera Talent

WGN Chicago is cooperating with the Illinois Opera Guild in a four-month search for new talent, with winners to appear on a new series, *Opera Auditions of the Air,* starting Nov. 1. The search will be conducted in five midwestern states and is designed to find the "wealth of undiscovered talent" not yet heard on the air. The winner will receive a $1,000 prize from the guild toward advancement of his career. Contestants may enter by requesting entries from WGN Inc., 441 N. Mighigan Ave. Deadline for entries is Sept. 30, with an age range of 18-30.

Mobile Unit Shown by WBKB (TV)

A mobile telecasting unit, claimed to house features previously found only in large stationary installations, was displayed to the trade and public by ABC o&o WBKB (TV) Chicago May 21. Included are a complete director's control and dual channel audio console, capable of originating two tv programs simultaneously. It may be equipped with as many as five cameras and manned by a crew of 7 to 11 technicians if desired. Intricacies of the equipment are explained to visitors by Frank Genereux, WBKB engineer. The mobile unit, over 34 feet long and less than 10 feet high, was on display in front of ABC Chicago headquarters at 190 N. State St.

New – SEND TEST SIGNALS DURING PROGRAMMING



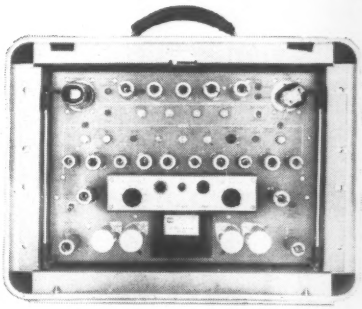
TELECHROME MFG. CORP.

VERTICAL BLANKING INTERVAL TEST SIGNAL KEYER

The Telechrome Model 1008-A Vertical Blanking Interval Keyer is a self-contained portable unit that makes possible transmission of television test and control signals between frames of a TV picture. Any test signal (multiburst, stairstep, color bar, etc.) may be added to the composite program signals. The keyer will operate anywhere in the TV system and operates from composite video, sync, or H & V drive. The test signals are always present for checking transmission conditions without impairing picture quality. The home viewer is not aware of their presence.

These continuous reference signals may be used in connection with various Telechrome devices for automatic correction of video level, frequency response, envelope delay, differential gain and differential phase.

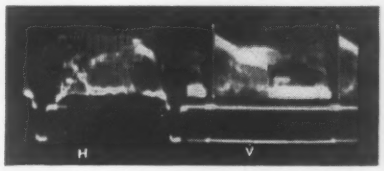
MODEL 1008-A



VERTICAL BLANKING INTERVAL TEST SIGNAL KEYER

Portable or standard rack mounting. Self-contained power supply.

Test signal is thin line between frames. All test signals can be transmitted during vertical blanking portion of program.



Video picture with multiburst test signal inserted, as seen on ordinary wave monitor.

IMPORTANT:

Checking after programming is costly and at best highly inefficient since conditions constantly vary. The Telechrome Vertical Interval Keyer minimizes post-program checking and overtime expenses. It provides instant indication of deteriorating video facilities so that corrective measures can be undertaken immediately—manually or automatically during programming.

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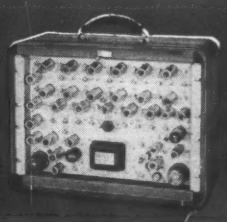
Completely self-contained, portable. Produces multi-frequency burst, stairstep, modulated stairstep, white window, composite synch. Variable duty cycle. Regulated power supply. 12½" standard rack mounting or in carrying case. Integrates with above model 1008-A Test Signal Keyer.



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PEOPLE

A WEEKLY REPORT OF FATES AND FORTUNES

ADVERTISERS & AGENCIES

MAURICE G. VAUGHN, v.p., Ross Roy Inc., Detroit, elected to executive board and named creative director. **JOSEPH G. MOHL,** v.p. on West Coast for Ross Roy, appointed account executive of Dodge Truck account and **ROY M. MARSHALL,** formerly with Brooke, Smith, French & Dorrance, joins Roy agency as account executive.

RAYMOND W. HEFFRON, account executive with N. W. Ayer & Son, Boston, elected v.p. and manager of office succeeding **E. CRAIG GREINER,** who will retire on July 1 after 41 years of service with Ayer. Mr. Heffron has been with agency since 1942.

MR. BOLEN

MURRAY BOLEN, in charge of radio and television production, Benton & Bowles, Hollywood, elected v.p. Mr. Bolen has been with agency for past 10 years.

EMORY WARD, copy group head, Sullivan, Stauffer, Colwell & Bayles, N. Y., elected v.p.

E. M. SINCLAIR, account executive at Leo Burnett Co., Chicago, elected v.p. and director and member of operating committee of Leo Burnett Co. of Canada Ltd., Toronto.

WALTER A. SPIRO, director of advertising for Gimbel's, Philadelphia, joins Lavenson Bureau of Adv. Inc., Philadelphia, as executive v. p., effective July 15.

TYLER DAVIS, senior v.p. of Endorsements Inc., N. Y., appointed executive v.p. and chief administrator of company. Mr. Davis also will continue to function as chairman of company's executive committee.

DONALD C. HEATH, formerly v.p. of William C. Remington, Springfield, Mass., joins Jackson Assoc., as executive director.

DOUGLAS C. MANSON, former v.p., Benton & Bowles, to Joseph Katz Co., New York and Baltimore, as direcor of public relations.

NORTON T. GRETZLER, account executive, Ketchum, MacLeod & Grove, Pittsburgh, transfers to N. Y. office where he will supervise radio-tv activities.

PHILIP MORRIS, formerly in sales promotion with Digest Publishing Co., joins Ray Barron Inc., Boston.

NORBERT J. DELVILLE, advertising manager, Allied Chemical & Dye Corp.'s International Div., to International Div., MacManus, John & Adams, N. Y., on Dow Chemical Co. (Export) and assistant to International Div. v.p. **JACK BYRNE.**

FILM

EARL D. AUSTIN, manager of Alexander Productions Alexander Film Co. production department, promoted to resident v.p. in Los Angeles area for company.

THOMAS V. McCUE, director of physical operations for NTA Pictures, joins Atlantis Films Inc., New York, as general manager.

ALLEN HUNDLEY, sales specialist, Katz Agency, Dallas, joins Gross-Krasne as southwest division manager.

HERBERT B. PEARSON, sales manager WPEN Philadelphia, and before that with WRAL Raleigh, joins Guild Films as eastern division manager.

CHARLES ZAGRANS, veteran motion picture industry executive, joins NTA Pictures as mid atlantic district manager, headquartering in Philadelphia.

RICHARD T. THACKER JR., head page, ABC, Hollywood, named supervisor of guest relations, radio-tv, for ABC in Hollywood. He succeeds late **PAUL GATES.**

ROBERT R. OSMUN, manager of audio-visual department, Goodyear Tire & Rubber Co., joins Wilding Picture Productions, Cleveland sales office, as account executive.

ALEX SHERWOOD, formerly with RKO Television as southern representative, joins ABC Film as south and southeast account executive.

LOU KRAVITZ, 35, v. p. and sales manager of Fred A. Niles Productions Inc., died following heart attack May 25.

MERRIMAN HOLTZ, northwest-Alaska representative for Guild Films, died last month following heart attack.

STATIONS

WILLIAM H. RINES, v.p.-general manager of WCHS-AM-TV Portland, Me., named president of Maine Radio & Television Co. (WCHS-AM-TV), Maine Broadcasting Co. (WLBZ Bangor and organized to operate WLBZ Television, parent company of present WTWO [TV] Bangor) and WRDO Inc. (WRDO Augusta). All stations are in Maine. **ELMORE B. LYFORD,** formerly with NBC, has been named Mr. Rines' executive assistant. Mr. Rines succeeds **MRS. HENRY P. RINES,** who has retired and is expected to be active in advisory capacity to Rines stations.

MR. CONWAY

FRANCIS H. CONWAY, account executive, WDAU-TV Scranton, Pa., named general sales manager, succeeding **TONY MOE,** who has joined KSO Des Moines, Iowa, as general manager.

MALCOLM W. DALE, local sales manager of WILK-TV Wilkes-Barre, Pa., named sales manager of WNEP and WILK-TV Scranton-Wilkes-Barre.

WILSON EDWARDS returns to KSDO San Diego as executive v.p. of San Diego Broadcasting Co. He has been "on loan" to Breast-O'-Chicken tuna for past year as special marketing consultant. Other appointments: **VERN MILTON** to station manager; **NORMAN KAY** to general sales manager, and **PETER ANTHONY McMAHON,** director of national sales.

MR. FLAHIVE

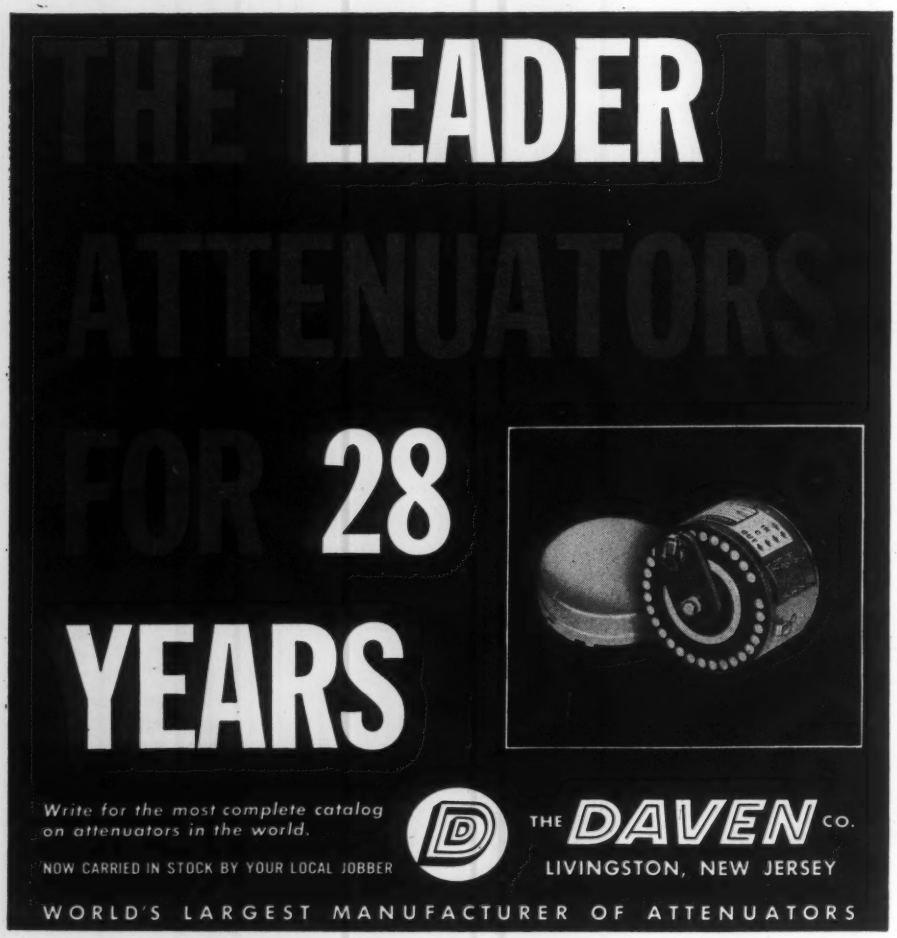
JOSEPH A. FLAHIVE named manager of national sales in N. Y. for WGN-TV Chicago and **HARRY MILLER,** assistant to general sales manager of that station. Mr. Flahive's appointment signaled separation of radio and tv sales staff in New York. Mr. Flahive, formerly with George Hollingbery & Co., station representative, reports to **BRADLEY BIDMANN,** WGN-TV general sales manager. Mr. Miller was promoted from national tv sales coordinator to Mr. Eidmann's assistant in Chicago.

MR. CUMMINS

JOHN CUMMINS, assistant general sales manager, KFMB-TV San Diego, joins WFGA-TV Jacksonville, Fla., as local sales manager.

VICTOR A. BUCHANAN, commercial manager of KRSI St. Louis Park, Minn., joins WCCO Minneapolis-St. Paul as supervisor of merchandising.

CAWOOD LEDFORD, sportscaster for WHAS-TV Louisville, Ky., promoted


THE LEADER IN
ATTENUATORS
FOR 28
YEARS
Write for the most complete catalog on attenuators in the world.
NOW CARRIED IN STOCK BY YOUR LOCAL JOBBER
THE DAVEN CO.
LIVINGSTON, NEW JERSEY
WORLD'S LARGEST MANUFACTURER OF ATTENUATORS

MONOPOLY IN GAVELS

Liaison between the Huntington, W. Va., Chamber of Commerce and the Junior Chamber is going to be simple this year. Robert R. Tincher, vice president and general manager of WHTN-AM-FM-TV Huntington, W. Va., has been elected president of the senior organization. His Jaycee counterpart is George Saunders, account executive at WHTN-TV. Election of the two Cowles Broadcasting Co. executives is reported to mark the first time two men from the same firm have been chosen to head the Huntington chamber organizations concurrently.

THE new general manager of KIMO Independence, Mo., Leo R. Morris, is welcomed (above) to that city by an Independence celebrity, ex-president Harry S. Truman. Mr. Morris resigned from WBBZ Ponca City, Okla., to join KIMO, a newly-acquired Kenyon Brown station.

to sports director for WHAS-AM-TV.

HAROLD WINSLOW returns to WOW-TV Omaha, Neb., as tv director after serving two years in U. S. Army.

JAC LaGOFF, newscaster, WJBK-TV Detroit, appointed general news editor-manager.

HERB HARRIS, WSAI Cincinnati, Ohio, named day news editor.

JIM BROWN, formerly with KFSD San Diego, joins KGB San Diego as news editor; **ADELE MALOTT,** formerly editor of Chicago magazine, named KGB news coordinator, and **DAVE ALLEN,** formerly Associated Press correspondent and Esso Reporter in Maryland, becomes news writer for KGB.

MILTON C. STEWART, formerly motion picture director for Black Studio, Schenectady, N. Y., and freelance news photographer, joins WSPA-TV Spartanburg, S. C., as chief photographer.

JOHN WOLFE, account executive, Killingsworth Adv., joins KFWB Los Angeles in same capacity.

ALLEN DORAN, specialist with McKesson & Robbins Drug Co., and **RON TOMSIK,** business development representative for First Western Bank & Trust Co., Oakland, Calif., join KOBY San Francisco as account executive.

PAUL L. WILCOX, formerly with KPOA Honolulu, joins KGU Honolulu as account executive.

FRANK GIANATTASIO, timebuyer with Ogilvy, Benson & Mather, joins WOV New York as sales representative.

ALAN REED, formerly d.j., WINS New York joins WABC New York in same capacity and will conduct Monday-Friday 7:15-11 p.m. show.

PHILIP E. GALLIGAN, freelance photographer, joins WBZ-TV Boston production staff.

STEW REAMER, well-known announcer of stock car races, joins WCCO (TV) Minneapolis to announce races from Raceway Park in that city. Races will be carried on Sunday, 2-3:45 p.m., when home baseball games can't be televised.

DONALD W. THORNBURGH, president-general manager, WCAU-AM-TV Philadelphia, re-elected to serve for third term on board of directors of local Chamber of Commerce.

J. B. FUQUA, president-general manager, WJBF (TV) Augusta, Ga., re-elected to Georgia House of Representatives. This will be his second term as member of legislature.

LLOYD E. YODER, NBC v.p. and general manager of WRCV-AM-TV Philadelphia, elected member of board of directors for local Chamber of Commerce.

EUGENE W. WILKIN, sales manager, WPRO-TV Providence, R. I., named v.p. of Providence Advertising Club.

NORAH ADAMSON YARDLEY, publicity and sales promotion director, WCOP Boston, died at Elliot Hospital in Manchester, N. H., May 16.

NETWORKS

HENRY R. POSTER, formerly director of sales development, promotion advertising and research for Mutual, to CBS Radio as director of sales presentations.

HOWARD L. KANY, manager of CBS Newsfilm, N. Y., elected president of New York professional chapter of Sigma Delta Chi, national honorary journalism fraternity.

REPRESENTATIVES

G. WARREN CARHART, midwest district manager, Standard Rate & Data Service to Chicago office, Allen Kander Co., station-newspaper broker, reporting to **RICHARD SHAHEEN** in charge.

IRVING WILSON, media buyer, Benton & Bowles, N. Y., and formerly with Biow Co. and Young & Rubicam, to Adam Young Inc., N. Y., as account executive.

TRADE ASSNS.

RALPH N. WEIL, executive v.p.-part owner of WOV New York, elected president of New York chapter of Broadcast Pioneers. Other officers include **ARTHUR SIMON,** *Radio-Tv Daily*, first v.p.; **JEFF SPARKS,** United Nations staff, second v.p.; **EDWARD SHURICK,** Edward Petry & Co., third v.p.; **CHARLES WALL,** Broadcast Music Inc., treasurer, and **MEYER SHAPIRO,** BMI, secretary.

LUCILLE MASON, head of casting department, Compton Adv., N. Y., elected president of New York city chapter of American Women in Radio & Television, succeeding **HELEN HALL,** reporter on NBC Radio's *Monitor*. Other newly-elected officers for 1958-59 are **MARY WALKER,** Hill & Knowlton, first v.p.; **FRANCES FOLEY GANNON,** WNYC New York, second v.p.; **MARY ALCOMBRACK,** NBC, recording secretary; **RUTH VISCOUNT,** General Foods Corp., corresponding secretary, and **VIOLA BECKER,** V. S. Becker Productions, treasurer.

VERNON RICHARDS of Baltimore, Md., was re-elected chairman of Southern Baptist Radio-Tv Commission.

WALTER KAITZ, San Francisco attorney, named legislative counsel for California Broadcasters Assn.

PROGRAM SERVICES

RICHARD W. HUTTER promoted from account executive to sales manager of Columbia Records' transcription division, Chicago. **ALVIN L. LYONS** to same office as account executive.

THE National Father's Day Committee last month named Dr. Milton S. Eisenhower (l), president of John Hopkins U., "Father of the Year" and CBS newsman Walter Cronkite, "Radio Father of the Year" at an award luncheon. The committee is using "Integrity Starts in the Home" as the theme of Father's Day, which will be celebrated June 15.

GORDON SHERMAN, General Manager

Like Hundreds of Broadcasters . . .

General Manager
GORDON SHERMAN
of
WMAY
Springfield, Illinois
and
Chief Engineer
MEL FELDMAN
Selected
STAINLESS TOWERS

MEL FELDMAN, Chief Engineer

LEARN WHY MANY BROADCASTERS CHOOSE STAINLESS TOWERS

Call or Write for Informative Literature.

Stainless, inc.
NORTH WALES • PENNSYLVANIA

Why Chrissie slept in the basement

She did it on advice of counsel — conked off promptly at eight in the southwest corner.

Counsel in this case was a weather counsel — WOOD-TV's Frank Slaymaker who is looked at and listened to with confidence by all WOODlanders.

When Frank broadcasts in tornado season, it'd be well to sleep in the southwest corner of the basement out of harm's way — down goes Chrissie and all other sensible WOODlanders (including that needle-nosed mutt named Nick).

If you would have your advertising believed, associate it with people whose word is accepted at face value — like WOOD and WOOD-TV personalities — like Frank Slaymaker.

WOOD-TV is first—morning, noon and night, Monday through Sunday—November '57 Grand Rapids ARB

WOOD-AM is first—morning, noon and night, Monday through Sunday—April '57 Grand Rapids Pulse

Everybody in Western and Central Michigan is a WOOD watcher!

WOOD AM TV

WOODland Center, Grand Rapids, Michigan

WOOD-TV - NBC Basic for Western and Central Michigan: Grand Rapids, Battle Creek, Kalamazoo, Muskegon and Lansing. WOOD - Radio - NBC.

MONDAY MEMO

from **JOHN G. PETRIK,** *president, Petrik & Stephenson, Philadelphia*

Don't let the gimmick derail the pitch

The other evening we watched a television commercial which showed a deep sea diver getting into his gear and then being lowered into the briny. As he descended we could see frothy little bubbles being manufactured in the water, a length of air hose unreeling, and a pump operating above.

All this activity consumed perhaps 20 seconds of a 1-minute commercial. Just when we were getting interested, all a-twitch at the prospect of leading a salvage expedition for sunken treasure, the announcer sprung it: Surprise!! He was selling oil pumps. Not deep sea diving suits, or skin diving sets, or even an oil pump for motor boats—but an oil pump for our automobile.

To say that we felt let down is to understate the case by several fathoms.

A bit of quick mental arithmetic seemed in order. Boat, gear, diver, men —all had to be rented and hired; throw in an expensive time slot, plus the time wasted trying to attract the viewer—how high was it all costing per second of commercial?

Lots more than it should.

Nor is this high cost of attention an isolated case in television commercials. There are the prancing cigarettes. There are also the fancy-dancy boys and girls, pirouetting and arabesquing over, around and under television consoles with a precious irrelevancy strictly for balletomanes, and certainly for the birds.

All of which brings us to what this little piece is about—attention, gentlemen. Are television advertisers paying too much attention to "attention"?

Back in the days when we were busy avidly sopping up the A-B-C's of good salesmanship and learning the ground rules of advertising technique, the notion was commonly held that attracting attention is a scientific process which, assiduously adhered to, would almost certainly lead to the much-desired, ultimate objective—the sale.

Attention, we were quaintly told, was a means to an end. It should be caught instantly. After that, there was more work to be done, with a big spade, before the sales transaction could be consummated, or desire for your particular brand excited in an advertisement.

It was all that simple. Step 1, 2, 3, 4. Play the game according to the rules and you couldn't lose.

How archaic was that notion.

Today, somewhat older and possibly wiser, we wonder and wince as we watch advertisers' messages.

Attention is no longer a means, it is in danger of becoming the end. Television producers are paying more attention to the act of attracting attention than to the business of furthering the "purchase sequence" which, they would appear to be saying, is only a lot of antiquated nonsense anyway.

If the creators and producers of commercials are lavishing so many precious seconds out of every commercial (and make no mistake—tv time is valuable) on the technique of getting the viewer's attention, how much time is left over for the other important steps. Such as arousing genuine interest and, most important, motivating the prospect.

Count us among the first to declare for more creativity in commercials. But equally vital is the need for a better sense of proportion in creating. What price ingenuity if it be ingenuity wasted on self-love. For that is what the current obsession with the attention process happens to be.

COSTLY INFATUATION

This is ingenuity which doesn't know where or when to stop. Like a heady, prolonged infatuation with a glamourous mistress, it can be a costly affair.

True, an analysis doesn't occur to most sponsors, but a breakdown of his tv commercials would likely reveal that he is paying an exorbitantly high price solely to get attention value.

Which is to say he is paying for motivation and getting an "opening gimmick" instead.

Let us ask another question at this point. Would a manufacturer or his sales manager, unless he is crazy in the head, long tolerate a salesman, genius though he might be at opening doors, but who did not know how to "close"?

Or take tv's kissin' cousin, print advertising.

What knowing creative director or account executive—or what sane client —would okay an ad which spent 80% of its effort (which is not necessarily the same as 80% of its space) to arrest attention with an irrelevant picture device, or expensive hand-lettering—all at the expense of motivation?

Measured in terms of potential return per ad dollar spent, this is indeed a prohibitively high cost of selling.

Print ad dollars aren't donuts; the cost of tv isn't tripe, either. The advertiser is entitled to the good cut of meaty motivation for which he has forked over the price of admission. And please don't misunderstand. By meaty motivation we don't automatically mean hard-sell. Prime meat, remember, is soft and tender as well as juicy.

We can hear our worthy opponents protesting "But tv is different. The viewer must be held lest he ceases to remain a captive. Attention gimmicks are a necessary fact of video life."

We beg these gentlemen's pardon. No matter how thick you slice them, attention devices which are not properly and pertinently related to the product message are not alone tasteless, but couldn't sell pink lemonade at a kiddy tent show. And here's something for the gimmick proponents to ponder.

There are two ways by which you can make a tv captive resent his captivity. One, of course, is to ram an unpalatable, over-sized chunk of pertinent hard-sell down his tender throat. The other is to parade a far-fetched attention-getting device before his eyes, straining to make its point, and succeeding only in rendering the selling message fuzzy as a London fog.

We feel that the typical viewer, as a price for his captivity, *expects* his commercials to entertain him. He also *expects* that someone will try to sell him something, not necessarily the Brooklyn Bridge. And he is prepared to accept this fact, if not with anticipated pleasure (although even this is possible), at least good-naturedly.

Creating the kind of commercials that really go to work for the sponsor calls for some saner thinking on part of agency, producer and client. Let's put attention in its proper perspective.

John G. Petrik, b. 1908, Philadelphia. High school and prep school there. Began as office boy, Barrett-Kneibler agency, then to Oswald agency production. Advertising, Philadelphia Record *and* Inquirer. *Account executive Ferry-Hanley agency, New York, handling Johnson & Johnson, A. G. Spalding and Tek. Account executive for Proctor Electric with John Falkner Arndt agency, Philadelphia. Organized own agency there in 1949. Services General Electric appliances and tv, Nationwide Insurance, Honeywell and American Motors accounts on both local and regional basis.*

Spotted Fever

IN THE current to-do about triple-spotting, broadcasters have been pushed into an unbecoming position—they're damned if they do and at least darned if they don't.

Let us say right here that we have no intention of defending over-commercialism. We're against any practice that dilutes the impact of legitimate commercials or deprives a network advertiser of broadcast time that he's entitled to, as triple-spotting surely must do if the commercials are of more than fleeting duration.

But it's a problem that has to be considered in perspective and this, we contend, the Assn. of National Advertisers did not do when it let loose its blast a week ago [LEAD STORY, May 26]. The ANA report arrogated to advertisers all the rights and assigned to broadcasters all the responsibility—an apportionment which marketing experts among the ANA membership ordinarily would refer to as uneven distribution.

Advertisers and their agencies have a responsibility as well as a right. Broadcasters have a responsibility, but they also have a right —the right to expect advertisers and agencies to cooperate in correcting whatever abuses exist. Too often it doesn't work that way.

Even once would be too often, but more than one broadcaster can testify to advertiser and agency pressures to get commercials scheduled within periods that were already filled. So why don't the stations refuse? It's a simple question, but it gets immeasurably complicated when the stations are threatened with the loss of other schedules unless they also accommodate this new one, as has been known to happen.

This is an area where the responsibility lies first with the advertiser and the agency. The extreme pressure of threatening to cancel running schedules is unusual and untypical, but it has happened and when it does it is no less an abuse than triple-spotting itself. Certainly, agencies and advertisers who insist on getting into sold-out periods no matter what—and who on occasion may even wave a threat or two—have no right to complain about the evil of over-commercialization.

Broadcasters also are being handed another millstone which they should not have to carry alone. The American Medical Assn. wants to clean up "offensive and misleading advertising" [ADVERTISERS & AGENCIES, May 26], a commendable desire except that the good doctors seem to want media to do most of the broom-swinging. They invited advertisers and agencies as well as media to their meeting, but privately they're said to discount the theory that the advertising should be cleaned up before it gets to media.

Like triple-spotting and other forms of over-commercialization, this is a problem for all hands to work on. Broadcasters should not be expected to do it alone. Advertisers and agencies who do not work with them are automatically working against them.

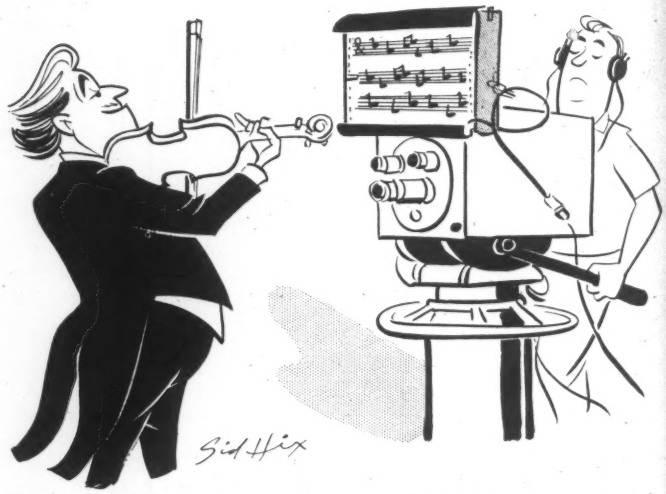
Reallocation: Major Convulsion

LICENSEE blood pressures boil whenever the prospect of a television reallocation is mentioned. Blood pressures have boiled innumerable times since the FCC's "final" allocation of 1952.

It's happening again and is destined to happen several times between now and the adjournment of Congress in about mid-August. But it is no longer mere conversation; the FCC is approaching the end of the line.

The locale last week was the Senate Commerce Committee, scene of most previous eruptions. The FCC made another appearance. Commissioners seem to agree only that deintermixture is not the major solution. They are likewise agreed that the existing 12 vhf channels cannot accommodate a nationwide competitive system.

Almost forgotten has been the Ad Hoc Committee of engineers named by the Senate Committee in 1955 to evaluate the vhf-uhf allocations. The chairman is Edward L. Bowles, consulting engineer of Boston and MIT. The committee report, which has been kept under wraps, is not unanimous. But it will be explosive. From what we are able to glean, it goes far beyond technical planning and into the whole economic structure of tv on the notion that everything



Drawn for BROADCASTING by Sid Hix from an idea submitted by Richard Carlton of Trans-Lux Television Corp.

that has been done is wrong. It isn't the approach that is likely to win support either from the FCC or broadcasters.

Understandably, members of the FCC have turned to their learned engineering colleague, Comr. T. A. M. Craven, for guidance on the allocations enigma. Comr. Craven in his previous tenure on the FCC, both as an engineering executive and a commissioner (1928-1944), had been a key figure in evolving broadcast allocations. As a former naval communications officer he has knowledge of military-government requirements. He is the FCC's liaison with the Office of Defense Mobilization and the military.

Purely as a basis for discussion, Comr. Craven has prepared a memorandum designed to stimulate FCC thinking. It recognizes that the solution must be long-range, to permit amortization of the multi-billion dollar investment of the public, government and industry in the existing television complex. His thinking is in three phases (1) to provide for three comparable services in major markets; (2) to improve competition in the first 150 markets; (3) long-range though radical changes in allocations.

It is phase 3 that will stimulate discussion—and violent repercussions. It would delete channels 2-6, leave channels 7 to 13 as is, and add 18 channels beginning at 216 mc. This would provide a contiguous band of 25 6-mc. channels. The some 270 assignments now on chs. 2-6 would move into the new bands.

Such a project, in Comr. Craven's view, would entail a 7-10 year transition. There would be no differentiation between uhf and vhf. (The proposed new band would begin at 174 mc and run to 324 mc. The present uhf allocations begin at 470 mc and run to 890 mc.) Existing services in the new band would move to the 470 mc space. A contiguous band would make possible the design and manufacture of an efficient "all-channel" receiver, more reasonably priced than existing models which must by-pass the jumps between channels 2 through 6 and 7 through 13 and thence into uhf through ch. 83.

Comr. Craven has emphasized to the FCC that his memorandum dose not constitute a plan, but simply a starting point for discussion. But plan or memorandum, it is controversial in the extreme.

What are the alternatives? Some one may come up with a better plan. Some genius may devise a scheme to split channels so that the present 12 could become 24.

But will Congress wait? Can television progress in a climate of scarcity? Are the alternatives more rigid controls, or sharply reduced separations that will downgrade service?

These are questions to be pondered by the FCC and by the licensees. Whatever solution is decided upon, it will be a major convulsion. If the Craven "memorandum" does no more than stimulate constructive thought, it will have made a major break-through in the television allocations impasse.

HUNTINGTON CHARLESTON is the 32nd* TV MARKET and only WSAZ-TV COVERS IT . . . and You Get HIGHEST RATINGS at LOWEST COST

	Share of Audience**	Quarter Hour Win**	CPM Home Nighttime***
WSAZ-TV	63.5	430	1.12
STATION B	24.4	24	2.50
STATION C	14.2	4	3.33

*SOURCE: SRDS MARKET DATA July 1, '57 (Population)
**SOURCE: COMPUTED FROM ARB. Nov. 1957
***7:30-10:30 P.M. BASED ON 260 TIME FREQUENCY

HUNTINGTON-CHARLESTON, W. VA.
N.B.C. NETWORK
Affiliated with Radio Stations
WSAZ, Huntington & WKAZ, Charleston
LAWRENCE H. ROGERS, PRESIDENT
C. TOM GARTEN, Commercial Manager
Represented by The Katz Agency

*TELEVISION MAGAZINE says we don't give ourselves enough credit . . .

*HUNTINGTON-CHARLESTON is the 27th TV-MARKET

*Source: Television Magazine Data Book, March, 1958 (Population)